

# MYSORE GOVERNMENT SANDALWOOD OIL

*Distilled at our Linden, N. J., Plant from Santalum Album (Linné)*

The delightful effect imparted by genuine Mysore Oil cannot be satisfactorily duplicated by any natural or synthetic material.

In original sealed and serially numbered containers only.

•  
Sole Agents: for U. S.: W. J. BUSH & CO., Inc., New York;  
Canada: W. J. BUSH & CO. (Canada) Ltd., Montreal

# VELIZAR BAGAROFF OTTO of ROSE

Velizar Bagaroff Otto of Rose is again available in all markets under his own label.

This quality product is especially worthy of your consideration.

•  
Sole Agents: for U. S.: W. J. BUSH & CO., Inc., New York;  
Canada: W. J. BUSH & CO. (Canada) Ltd., Montreal

Our universally esteemed Trade Mark:

*"L'Oldeste Essence Distillers"*

indicates long experience in the scientific distillation of Essential Oils, and is recognized as a guarantee of their supreme quality today.

**W. J. BUSH & CO.**  
INCORPORATED

LONDON • MITCHAM • NEW YORK, N. Y. • MESSINA • GRASSE

# GEORGE LUEDERS & CO.

427-429 WASHINGTON ST., NEW YORK

factory: Brooklyn . . . branches: Chicago, San Francisco, Montreal, Mexico City

*Established 1885*

## TONQUIN MUSK

from

Arrivals are expected monthly, for several months, beginning with **CHINA** September. Our heavy purchases enable us to offer you *very advantageous prices* and from any one of our numerous arrivals, we can make a *choice selection* and arrange for delivery to suit your convenience.



## CIVET SPECIAL

Our stocks are diminishing—referring to our *Civet Special*, the high grade in original horns which we have imported for many years, *directly from Ethiopia*. Arrivals during the past year have been very limited, each a matter of a very few horns and no recent offerings. *Provide for your wants now. Civet Special* will yield a more advantageous tincture than any other on the market.

Amongst the various products of our **Brooklyn Factory** we specially recommend

Oil Cardamom	Oil Olibanum
Oil Opoponax	Oil Orris
Oil Patchouly	Oil Sandalwood
Linalool	Rhodinol

*Sole Agents for*

**CAMILLI, ALBERT & LALOUE**  
GRASSE, FRANCE

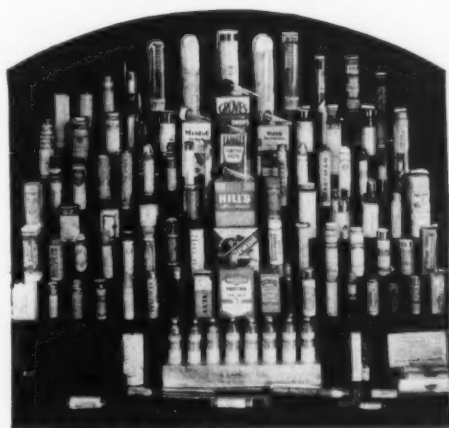
Manufacturers of the famous

**MAXIMAROMES**

*The World's Finest Natural Flower Essences*



# Appeal to the Masses—



As the stirring words of the orator and the power of his psychology sway public opinion, the "modern package" wins the votes against all opposition. Embodying every vital element of modern, sanitary, and desirable design, Kimble Glass Vials possess a "mass appeal" that has made hundreds of products indispensable and famous.

If you have a sampling problem—if you desire a new package for an old or new product—investigate Kimble Vials FIRST. Their brilliance and transparency, their colorful labeling possibilities, their availability for all modern types of closures in cork, wood, plastics and metal—will win your instant approval and simplify your decision.

Sample and package your way to assured success—in Kimble Glass Vials.



**KIMBLE GLASS COMPANY . . . VINELAND, N. J.**

NEW YORK • CHICAGO • PHILADELPHIA • DETROIT • BOSTON

November, 1936

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Published monthly by Robbins Perfumer Company, Inc., 9 East 38th Street, New York, N. Y. Volume 33, No. 5. Subscription rates, payable in advance; United States \$3.00 a year; Canada and Foreign \$4.00. Single copies 30¢. Acceptance under the act of June 5, 1934—authorized June 27, 1935.

# LIFE

**A NEW MAGAZINE**

**PUBLISHED BY TIME INC.**







THE Editors of TIME have decided to launch a new national weekly. In the course of a year it will publish the Ten Thousand Photographs which best record the visible events of our times and which best reveal the life and manners of our times. The first issue will be dated Monday, November 23rd, and will reach Charter Subscribers on the previous Thursday or Friday.

"To see life; to see the world; to eyewitness great events . . ." with these words the purpose of the magazine was first stated. And from that moment the name of the new magazine became LIFE—that was the name, there was no other.

True, that title was already in use. But fortunately the publishers of the fifty-three-year-old humorous paper had reached the conclusion that their "Life" had small chance of matching during the rest of the Twentieth Century the brilliance of

its performance in past generations. They were willing to transfer their title to a new magazine of pictorial journalism. The old "Life," therefore, is dead—and we salute it.

LIFE trembles again on the shutters of 10,000 cameras.

Since the good appearance of pictures is vitally important to enjoying them, the new LIFE will be endowed with fine physical attributes. Its paper will be of fine quality, its special ink has been chosen with great care, and LIFE will present a generous number of large sized pages, 14" by 10<sup>5</sup>/<sub>8</sub>". It is our desire to create a magazine that will enable its advertisers and its editors to do their best.

*The new LIFE will cost 10 cents a copy, \$3.50 a year by subscription. Advertising rates and mechanical requirements on request.*

EDITORIAL AND ADVERTISING OFFICES: 135 EAST 42nd STREET, NEW YORK

**F**OR YEARS our Rhodinol Coeur, Geraniol Coeur, Linalool Coeur have been the standard by which discriminating buyers judge quality.

Now PHENYL ETHYL ALCOHOL COEUR joins this merit class.

Don't take our word for its superiority but test it yourself. *First for odor.* You will find it totally free from any unpleasant impurities.

*Then the chemical analysis.* This shows no trace of esters, no chlorine, a specific gravity of 1.0230, a refractive index of 1.5327 and a solubility of 1 in 50 parts of water. This extremely high solubility is the concluding proof of its extreme purity.

No other commercial product equals those tests; we know of only one imported product that equals them but its price is far higher.

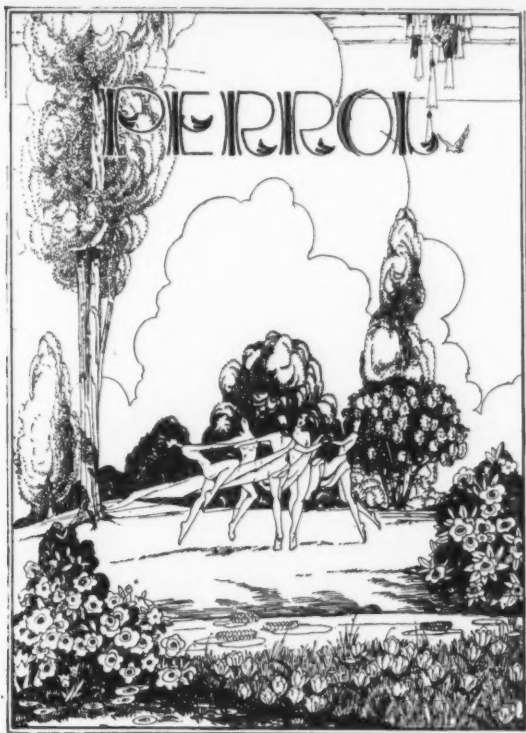
PHENYL ETHYL ALCOHOL COEUR *stands supreme and is offered at the price of the ordinary quality.*



van Ameringen -

*Manufacturers and Importers of Aromatic Essentials*

AROMATIC CHEMICALS—ESSENTIAL OILS—FLAVORS—PERFUME SPECIALTIES—Ch



## *What you can count on with* PERROL

- 1—By itself, a wonderful cream odor.
- 2—By itself, a beautiful flowery perfume.
- 3—Extremely fine powder odor when modified for the purpose.
- 4—Above all, a most valuable ingredient in your own compositions where you want the *real floweriness* of fresh cut blossoms. Not any one flower, but the dewy freshness of a morning bouquet. Use it 5% to 35% in flower compositions.

*Send for samples*

# Haebler, Inc.

315 FOURTH AVENUE, NEW YORK

Chicago

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Los Angeles

FACTORY, ELIZABETH, N. J.

November, 1936

# HAVE YOU DISCOVERED

## the unusual possibilities of

## the famous popular-priced

## No. 650 Line of 100% OILS



A large number of cosmetic and toilet preparations firms are now adopting them as standard. They impart an exquisite, delicate and lasting fragrance to high grade face powders, talcum powders, cold creams, toilet waters, lotions, brilliantine and perfumes . . . And because they are Florasynth Products you know they are pure and uniform . . . Known as the No. 650 Line because they are priced at only \$6.50 per pound.

**13** distinct odors are listed below:

### Suggestions:

Use the Carnation to capitalize on the increasing appeal of this fragrance—which is the favorite perfume of England's new King. Use the Wistaria for the much desired freshness in cold creams. And we think you'll be greatly delighted with the Gardenia, Honeysuckle, Jasmin, Narcisse, Rose, Sweet Pea, and Orange Blossom odors. Or what could be more appropriate for the revival in 19th Century French styles than violet—which was used by followers of Napoleon to symbolize their allegiance to him? For complete instructions on how to use any of these odors to best advantage in your products, consult our Research Department. Expert assistance gladly given.

(NOTE: the odors in the No. 650 Line are also available in our No. 350 Line, priced at \$3.50 per pound.)

You can rely on FLORASYNTH Aromatic Chemicals. Essential Oils. Concentrated Citrus Oils. Resinoids. Resinols. Solvents (non-alcoholic). Terpeneless Oils. Aquasolarmes (Water Soluble). Colors for Perfumes. Certified Food Colors. Fruit Flavors (Natural and Synthetic). Oleoresins.

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Bouquet Jockey  
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•  
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Jasmin  
•  
Lilac  
•  
Narcisse  
•  
Orange Blossom  
•  
Rose  
•  
Sweet Pea  
•  
Violet  
•  
Wistaria



# How Successfully

Canco produces arresting packages — styled to the market, beautifully lithographed—is eloquently illustrated by this container in soft cream and hunter green made for the J. R. Watkins Co. If you will turn to the front cover you may judge it in its actual coloring.



**AMERICAN CAN COMPANY**

*The world's largest manufacturers of metal and fibre containers*

230 Park Avenue

New York, N. Y.



*"Service for the Trade Exclusively"*

## COMPACTS

•  
ROUGE *and* POWDER

*(More than 150 tints)*

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LIPSTICKS

*(All indelible shades—  
consistencies a la mode)*

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CREAM ROUGE

*(All shades)*

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EYE SHADOW

*(All shades)*

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EYEBROW PENCILS

•  
WATERPROOF  
MASCARAS

O  
X  
Z  
Y  
N

## POWDER PUFFS

One of the cardinal reasons for the popularity of our powder puffs is that we never lose sight of the fact that it is the women we have to please.

We know that women prefer those things that are not only serviceable and appropriate but also things that are attractive in appearance. It is this knowledge that has brought Oxzyn powder puffs to their present popularity.

All our products guaranteed for chemical purity. For your further protection, Products Liability Insurance carried.

# OXZYN COMPANY

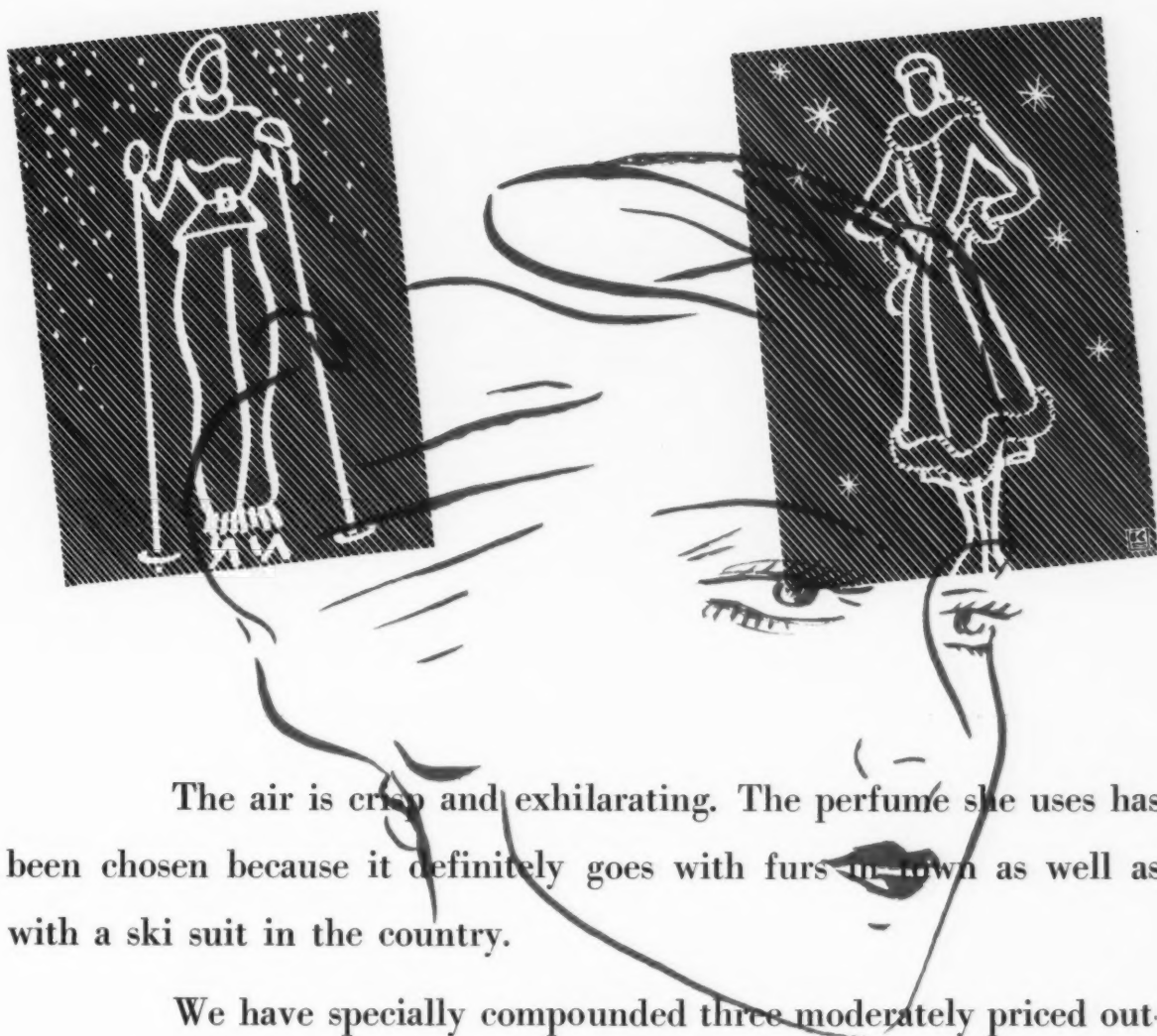
. . . . . In business since 1877 . . . . .

*Originators of Natural Rouges*

New York Office  
154 - 11th Ave.  
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103 Ottawa St.  
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The air is crisp and exhilarating. The perfume she uses has been chosen because it definitely goes with furs in town as well as with a ski suit in the country.

We have specially compounded three moderately priced outdoor perfumes, each different in odor complex.

- ★ IMANA
- ★ BOUQUET LEONORE
- ★ RUSSIAN LEATHER No. 3623

Write for samples on  
your firm's letterhead



November, 1936

**SCHIMMEL & CO., INC.**

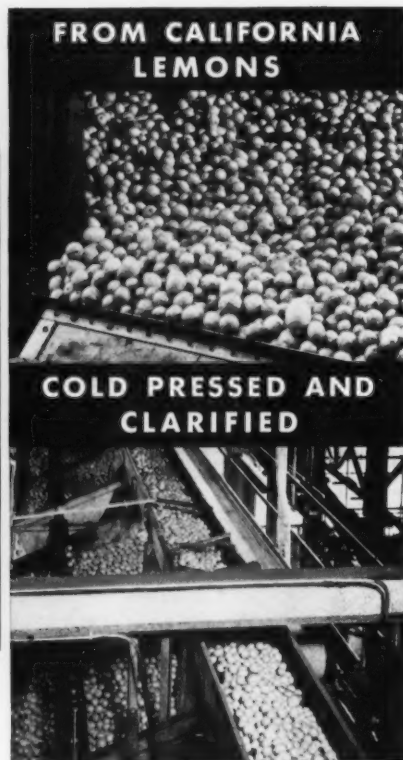
601 WEST 26th STREET . . . . NEW YORK, N. Y.

822 SAN JULIAN STREET

LOS ANGELES, CALIF.



**A U.S.P. OIL FOR THE  
AMERICAN TASTE**



## **NO WONDER IT'S THREE TIMES AS POPULAR AS ALL OTHER LEMON OILS COMBINED**

**H**IGH quality and right price have made Exchange Brand Oil of Lemon, U.S.P., the unquestioned leader in the United States.

It is made in the world's largest plant devoted exclusively to lemon products. Nowhere else are there the facilities to keep production quality so uniform. Nowhere else has the American taste been so successfully met.

Be sure to specify it by name: Exchange Brand Oil of Lemon, U.S.P. (Clarified).

*Sold to the American market exclusively by*  
**FRITZSCHE BROTHERS, INC.** • **DODGE & OLCOTT COMPANY**  
76 NINTH AVENUE, NEW YORK, N. Y. • 180 VARICK STREET, NEW YORK, N. Y.

*Distributors for*  
**CALIFORNIA FRUIT GROWERS EXCHANGE**

Products Department, Ontario, California  
Producing Plant: **EXCHANGE LEMON PRODUCTS COMPANY**  
Corona, California  
Copr., 1936, California Fruit Growers Exchange, Products Dept.



# THANKSGIVING

AFTER more than three hundred years, the celebration of Thanksgiving is today the oldest, the most significant, and perhaps the most cherished of American institutions. And the fact that we, as a people, *can* pause in the midst of world complexities and still avouch thanks for the abundance of our blessings, is a monumental tribute to American enterprise and to the system under which it has developed. Permitting fullest scope for individual initiative and for purposeful business, it encourages a form of competition that is basically sound and beneficial to all. It offers commensurate recognition and reward for those who, by the exercise of greater application and effort, produce better work, devise more efficient methods, processes or machines, or create finer material things, and in so doing contribute to the general good.

That such system *shall* endure should be the profound pledge of our countless millions to whom its benefits have again given to Thanksgiving's observance a literal and significant meaning.

FRITZSCHE BROTHERS, Inc.



The

*Avryllis*  
LILAC

*Lilium*  
LILY OF THE VALLEY

*Acinthis*  
HYACINTH



# Quality Group

## ODOR VALUES at a NEW STANDARD

IT IS best, sometimes, to avoid predictions. In the present instance, however, we feel that *this* prediction is justified by performances to date. And so, we say that our new QUALITY GROUP of Synthetic Flower Specialties will set a standard of odor values so fine as to bar most efforts at duplication.

Those who have tried the first three specialties in this Group—AVRYLLIS, LYLIUM and ACINTHIA—will know that our present prediction is as good as a promise, for these three, if we can accept their word for it, excel any of the corresponding reproductions they've ever tried. And the same diligent effort and exacting skill that made these creations possible will enlarge this Group gradually to include many of the perfumer's most useful and exquisite floral interpretations.

Meanwhile, if you want a lilac which we truly believe outrivals all others, try—

### AVRYLLIS

If you want a really fine, refreshing odor—one that does credit to the delicious sweetness of lily of the valley, try—

### LYLIUM

And if you want an odor of uncanny appeal—one that will grow and grow upon you as few others do, then try *this* new hyacinth—

### ACINTHIA

These form the nucleus of our QUALITY GROUP. Write us for samples and for any other information you might need concerning them. And when additional items are announced, remember our prediction as to values is a promise!

"Fragrance Creates Sales Appeal"



# FRITZSCHE

## Brothers, inc.

816 WEST 8TH STREET LOS ANGELES, CAL.

PORT AUTHORITY COMMERCE BLDG.

Proprietors of PARFUMERIES de SEILLANS Seillans, France

76 NINTH AVENUE, NEW YORK, N. Y.

FRITZSCHE BROTHERS, of Canada, Ltd., 77-79 Jarvis St., Toronto, Canada

118 WEST OHIO ST. CHICAGO, ILL.

## LIQUID ABSOLUTE FLOWER ESSENCES (Seillans)

WITH the absolute form of flower essence the very backbone of all really fine floral compositions, we conceded it essential, some years ago, that our line of perfume specialties include a group of absolutes upon which we could rely with utmost confidence. We found that the only sure way to achieve this end was to control their production ourselves—from start to finish. That, in brief, is why we, today, are producing Liquid Absolute Flower Essences at our own plant in Southern France. That, too, is why we can give positive assurance to our customers that the purity and quality of these oils cannot be surpassed at any price. As a matter of fact, elimination of the middleman's profit enables us to offer them at prices substantially below average.

On these two counts alone, perfume manufacturers will be justified in discussing their further advantages with us. Your requests for other details will be welcome.

CASSIE ANCIENNE ♦ JASMINE ♦ LABDANUM ♦ LAVENDER  
MIMOSA ♦ OAK MOSS ♦ ORANGE FLOWERS ♦ ROSE  
TUBEROSE ♦ SAGE, CLARY ♦ GENET ♦ YLANG YLANG

## EXTRA QUALITY ESSENTIAL OILS (Seillans)

These oils, also distilled at our Seillans Plant, are products of the most advanced methods of extraction. Absolutely true and genuine, they contain no admixtures or additions of any kind. If not familiar with their various applications and possibilities, be sure to write us for particulars.

ANGELICA SEED ♦ CUMIN ♦ OLIBANUM ♦ OPOPANAX  
PARSLEY SEED ♦ ROMAN FENNEL



### FRITZSCHE BROTHERS, Inc.

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#### Branches

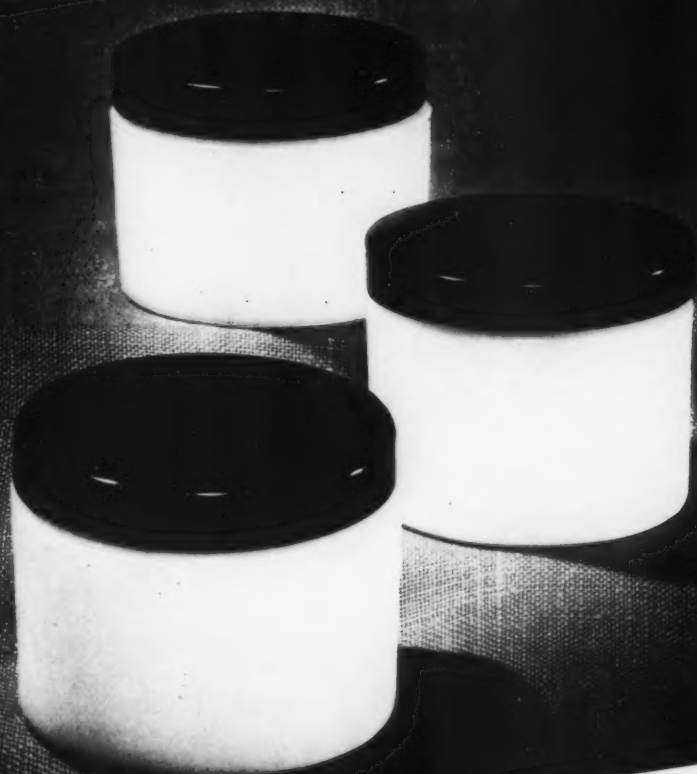
ATLANTA, GA. 508 Standard Building	BOSTON, MASS. 250 Stuart Street	CHICAGO, ILL. 118 West Ohio Street	COLUMBUS, O. 21 East State Street	KANSAS CITY, MO. 2018 Guinotte Avenue
NEW ORLEANS, LA. 813 Louisiana Building	PHILADELPHIA, PA. 12 South 12th Street	LOS ANGELES, CAL. 816 West 8th Street	SAN FRANCISCO, CAL. 122 New Montgomery Street	

FRITZSCHE BROTHERS OF CANADA, Ltd.  
77-79 Jarvis Street, TORONTO, CANADA

PARFUMERIES DE SEILLANS, SEILLANS (VAR), FRANCE



**NOT ALL OPAL JARS ARE ALIKE**



*....in brilliancy and uniform opaqueness.*

OPAL jars may be the same shape and size and yet speak a different language to the consumer. It is often this difference that causes a consumer to select one cosmetic product in preference to another. That's why we suggest you ask us to submit samples for price and quality comparison. We know you'll like Carr-Lowrey opal jars. Their brilliant white sparkle and their uniform density and opaqueness bespeak the unusual care maintained in materials and manufacture. And the price for this fine quality in both stock and private mold jars is less than you might suppose.

**CARR-LOWREY GLASS CO.** *Factory and Main Office: BALTIMORE, MD.*

NEW YORK OFFICE: 500 FIFTH AVE., Room 1427, Telephone: CHickering 4 0592

CHICAGO OFFICE: 1502 MERCHANDISE MART, Telephone: WHitehall 4526



*The*  
**BRIDGEPORT**  
ESTABLISHED 1909

METAL  
GOODS  
MFG. CO

BRIDGEPORT, CONNECTICUT • TEL. BRIDGEPORT 3-3125

VANITY CASES • ROUGE CASES • PASTE ROUGE CONTAINERS  
LIPSTICK HOLDERS • EYEBROW PENCIL HOLDERS • BOTTLE CAPS • JAR CAPS

**ARE YOU LOOKING FOR** *a new, powerful,  
soft and lasting perfume? Try our:*

# CUIROL

*A 100% straight chemical having the Russian  
Leather note without any of the objectionable  
features prevalent in products of this kind, such  
as the forbidding birch tar odor and the bitter=  
ness of certain ingredients improperly blended.*

# SCUTONE

*Another Russian Leather note more elaborate than  
Cuirol and easier to use, blending splendidly with  
Acetivenol, Bruoniak and Hydrocarboreol.*



**ROURE-BERTRAND FILS and JUSTIN DUPONT**

*Represented by:*

**GEORGE SILVER IMPORT CO.**

351 FOURTH AVENUE

NEW YORK CITY

CHICAGO

722 West Austin Ave.

LOS ANGELES

819 Santee St., Room 622

November, 1936

19



*Improve the  
Appearance of Your Package*  
with an attractive serviceable stock or  
specially designed



**Cap**

For perfumes, talcum and tooth powder, bath salts, etc. (Furnished in a variety of designs in fancy metal, plain brass, polished brass, nickel plated or in other metals. Our "Negative Finish" resists acids, alkalies and alcohol. Proven by laboratory tests. Available in most designs. We make laboratory tests to determine proper finish if necessary. *Samples and prices on request.*

**BRASS GOODS MFG. CO.**

**345 ELDERT STREET  
BROOKLYN, N. Y.**

Phone: FOxcroft 9-3900

No. 72 —43 M/M Bath Salt Cap  
No. 140 —35 M/M Sifter Top Cap  
No. 150 —13 M/M Screw Cap  
No. 185 —15½ M/M Screw Cap  
No. 186 —44 M/M Fancy Bath Salt Cap  
No. 188 —23½ M/M Talcum Can Top  
No. 200 —28 M/M Sifter Top Cap  
No. 0200 —28 M/M One Piece Cap  
No. 215 —19½ M/M Talcum Can Top  
No. 230 —13 M/M Screw Cap  
No. 232 —13 M/M Screw Cap  
No. 234 —10½ M/M Screw Cap  
No. 236 —19½ M/M Slip Cap

No. 238 —15 M/M Talcum Can Top  
No. 240 —14¾ M/M Square Slip Cap  
No. 249 —14½ M/M Screw Cap  
No. 250 —12 M/M x 23½ M/M  
Oval Slip Cap  
No. 251 —15 M/M Screw Cap  
No. 257 —12 M/M x 23½ M/M  
Oval Slip Cap  
No. 258 —40 M/M Bath Salt Cap  
No. 264\* —20 M/M Screw Cap  
No. 267 —16 M/M Slip Cap  
No. 269 —44 M/M Bath Salt Cap  
No. 281 —11 M/M Slip Cap

No. 282\* —24 M/M Screw Cap  
No. 291\* —22 M/M Screw Cap  
No. 292 —28½ M/M Flask Cap  
No. 295 —13½ M/M Slip Cap  
No. 298\* —38 M/M Talcum Cap,  
Sifter Top  
No. 300\* —18 M/M Screw Cap  
No. 317 —11 M/M Slotted Slip Cap  
No. 323 —45 M/M Bath Salt Cap  
No. 324\* —45 M/M Cream Jar Cap  
Same design as No. 323.  
No. 327\* —43 M/M Same design as  
No. 324.

\*FITS G. C. A. No. 400 GLASS FINISH

# Good Methods NEED Good Materials

The better your methods of production are, either way, you should take in the selection of the materials you work with. Uncertain quality cancels the advantages gained by careful supervision. In the products offered here you will find a standard of purity and excellence that can only be gained by the use of carefully selected materials and the strictest control of methods and processes. Your processes will benefit from their use. Samples on request.

**GIVAUDAN**  
**DELAWARE, INC.**  
5 FIFTH AVENUE, NEW YORK, N.Y.

## PHENYL ETHYL ALCOHOL

Purity is a certainty in Givaudan Phenyl Ethyl Alcohol. Guaranteed absolutely free from any added substances.

## MUSKS

Givaudan's Musk Ambrette, Musk Ketone, Musk Xylol, Moskene and Musk Tibetene are the standards by which all musk quality is measured today.

## BUXINE

(Amyl Cinnamic Aldehyde) is finding a growing demand because of the consistent dependability of its high quality.

**LAURINE 100%**  
(Hydroxycitronellal 100%)  
Entirely free from all terpenes and foreign aldehydes.

## TERPINEOL PRIME No. 1

its odor quality is unexcelled. It is the "Prime No. 1" Terpineol available today.



YOU CAN BE CERTAIN WITH

# Cetyl Alcohol Pure

**T**HE most important element in cetyl alcohol is *purity*. Givaudan safeguards this element by the strictest methods of production control that have yet been developed. Here are the reasons why Givaudan's Cetyl Alcohol *Pure* is unquestionably superior for use in creating uniform, high quality cosmetics:

- 1 Cetyl Alcohol Pure absolutely will not irritate the most sensitive skins.
- 2 It has no foreign by-odors.
- 3 Its color is pure white.
- 4 It contains no palmitic acid or other impurities.
- 5 It will give the skin a pronounced satiny finish.
- 6 Cetyl Alcohol Pure has therapeutic value and is absorbed and obstinately retained by the epidermis (U. S. Dispensatory).
- 7 It is decidedly emollient.
- 8 It is a uniformly solid material.
- 9 It is made entirely from spermaceti.



## G I V A U D A N

DELAWARE, U.S.A.  
22 FIFTH AVENUE, NEW YORK, N.Y.  
Agents: The Givaudan Corporation, New York, N.Y.  
Representatives: The Givaudan Corporation, New York, N.Y.



# Gardenia Norda



● Immortal in its popularity—ageless in its appeal—Gardenia, by *Norda*, is of distinctive character, entrancing fragrance and unusual strength. Samples and prices on request.



ESSENTIAL OIL AND CHEMICAL COMPANY  
INCORPORATED

*New York Office*  
601 W. 26th St.

*Chicago Office*  
325 W. Huron St.

*St. Paul Office*  
Pine and E. 3rd Sts.

*Canadian Office*  
119 Adelaide St. W., Toronto

*Southern Office*  
Candler Annex Bldg., Atlanta, Ga.

*Los Angeles Office*  
685 Antonia Ave.

November, 1936

# HEADQUARTERS FOR *Lavender*

## NOT AN IDLE BOAST, BUT A STATEMENT OF FACT

To the initiated, the house of Tombarel Freres is one of the world's primary sources of Lavender products for all grades of perfumes, cosmetics, and soaps. • Almost a century of specialization in Lavender has resulted in a high and unvarying standard of quality in all grades from 28/30% to

48/50% Ester content. • We stand ready to render every assistance and cooperation on any problems involving this important raw material. • Large supplies of all grades are available in this country for immediate deliveries. Samples and quotations gladly furnished upon request . . . Write today.

### OIL OF LAVANDIN

A Tombarel specialty of very fine character.  
Lavender Concrete, Absolute • Oil Lavender St.  
Ann 48/50% • Oil Lavender Mt. Blanc 38/40%.

**TOMBAREL FRERES » GRASSE, FRANCE**  
ALBERT VERLEY, INC., EXCLUSIVE U. S. REPRESENTATIVES





AMBRE V-51  
 AMBRE SYNTHETIQUE SOLIDE  
 AMBREINE "V"  
 AMBRE EXTRA FINE  
 OPAFLORA  
 OPOPANAX N-100



## AND THESE AMBRE MATERIALS

IRONAL METHYL DELTA  
 IRONAL METHYL  
 VETIVEROL ACETATE  
 AMBRETTOGENE  
 LABDANOL  
 SANTALLOOL  
 and OTHERS



YOU START WITH

*Ambre*



as a fine basic for all sorts of creations — and in the specialties and compositions of the house of Verley, you will find the wide variety of Ambre materials you need for originality and distinction. We have specialized for years

in Ambre. Verley products are available in a range of prices offering a selection for almost any conceivable purpose. See the two pages of Ambre suggestions in the new Verley price book. Write for samples and prices.

*Albert Verley*

A R O M A T I C S

ALBERT VERLEY, INC., 11 East Austin Avenue, Chicago, Illinois  
 114 East 25th Street, New York • Mefford Chemical Co., Los Angeles

*"The Spirit of the Nation"*

# WHAT STARTED THE Washington *Cherry Tree Story?*



**I**T SEEMS too bad that the boyhood of so great a man as George Washington should be commemorated mainly by a story of an episode that never happened.

Washington was doubtless a good, reliable boy and if he had ever confessed to his father that he cut down a cherry tree, it is doubtful if his truthfulness would have attracted even local attention. His father would probably have said: "George, I see you have been weeding out the orchard a bit." And George would have replied: "Yes, I chopped out one old cherry tree. What about it?"

No one would have thought to mention this in after years.

But the fact is that there is historical evidence to show exactly where the story did start. After George Washington's death, in 1799, an itinerant parson and bookseller named Mason L. Weems, decided to write a book about George's life and works. He prowled about Westmoreland County, Virginia, trying

to find anybody who had heard a story worth printing. Then Weems happened to pick up a little book that had appeared in London some time before, written by a Dr. Beattie on the life of his son. This volume contained the cherry tree story. Young Beattie was reported as saying: "I cannot tell a lie. I did it with my little hatchet." Weems promptly swiped this anecdote and hung it on George Washington.

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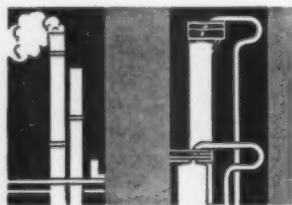
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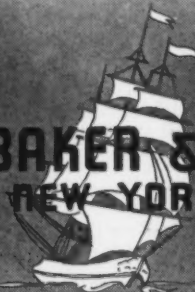
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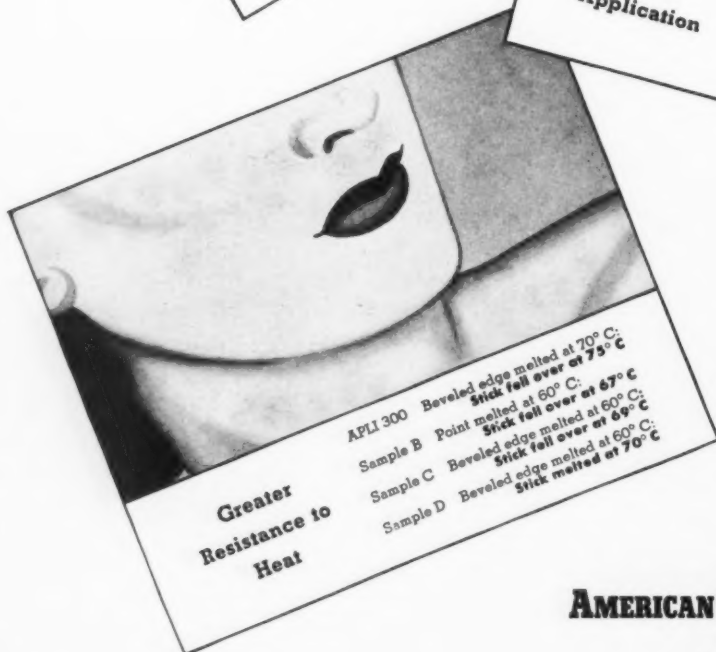
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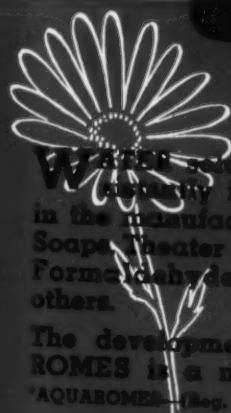
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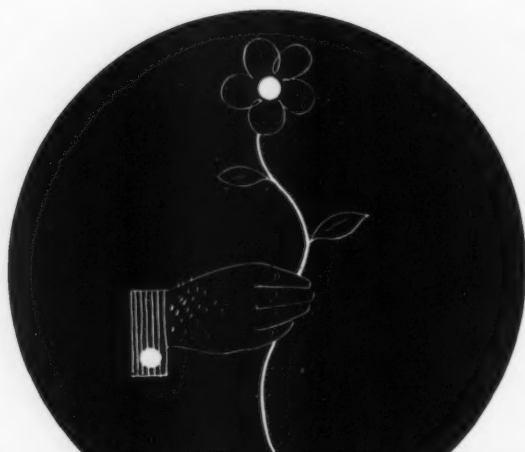
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## POUR UN HOMME

● "Give us men's lines," toilet goods buyers are reported as saying. "Give us colognes, lotions, soaps, shaving bowls, sachets—yea, even perfumes, to fill the demand that is growing every day."

There is a fast-growing interest in toiletries for men. Yet American men have been slow to acknowledge the fascination of scents for their own use.

FORTUNE (Oct., 1934) in commenting on Caron's campaign to popularize a man's perfume, *Pour Un Homme*, said: "The red-blooded American conception of what constitutes basic manly virtues is under fire again. American men, perfumers say wearily, think that any man who uses perfume is a sissy—to put it mildly. Not that you can't sell scents to men, they hasten to add; American men like scented shaving soaps, lotions, hair tonics, and eau de cologne. But no matter how sweet scents smell, you have to call them by another name."

Only recently when Houbigant launched a campaign in college papers and stated that Guy de Maupassant was fond of *fougere royale*, TIDE rose to the bait with, "We question this." In reply Houbigant reproduced a de Maupassant letter as proof.

Certainly the use of scent by men has plenty of big-name precedent. Moses received his instruction in the art of perfumery directly from the Deity. Homer ascribed to perfumes a divine origin. Even cynical Diogenes applied sweet ointment to his feet so the fragrance therefrom might envelop his entire person. Mohammed set great store by perfume and in the Koran promised it to all true believers.

Alexander, when he visited Troy, crowned the monument of Achilles with floral garlands, and poured upon it the most exquisite perfumes. In his banquet halls, Nero had a mechanism of ivory and silver which shed a gentle mist of perfume upon his guests. An ancient chronicler

records that a Duke of Burgundy kept the statue of a nude boy on his sideboard, from which issued a stream of fragrant water to lave the hands of guests at the table.

Napoleon's fondness for Eau de Cologne was so great that Madame de Remusat credits him with using sixty "rouleaux" or bottles per month; he poured it in profusion over his head and shoulders. Fournier described Louis XIV as "the sweetest-smelling monarch he had ever seen." Richelieu, during his last illness, insisted on sweet-smelling powders being diffused in his room by means of a bellows.

Voltaire termed the perfumed bath the "luxury of luxuries." In the reign of Elizabeth nearly all great men's houses in England had a "still-room" for compounding favorite perfumes. "Let's go to that house," said Izaak Walton, "for the linen looks white and smells of lavender and I long to be in a pair of sheets that smell so."

A Cramer-Krasselt Co. survey printed in *World's Work*, 1933, titled "Scents That Make Dollars," listed the six most popular scents with men as pine, lilac, rose violet, coffee, cedar. Balsam tied for sixth place with cedar.

The quest for beauty and fragrance is not all on the part of women. To quote a recent editorial in the N. Y. WORLD-TELEGRAM, "in spite of the House of David and similar male rebellions, men shell out yearly \$600,000,000 for manicures, hair tonics and the like." That compares favorably with the \$800,000,000 which women invest annually in pursuit of beauty.

The manufacture and merchandising of cosmetics and toilet preparations is big business. There is only one publication which for thirty years has served this industry EXCLUSIVELY. For details, consult THE AMERICAN PERFUMER, Cosmetics - Toilet Preparations, 9 East 38th St., New York City.



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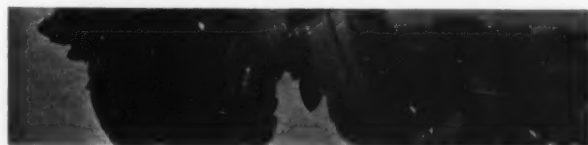
**MARY L. GOODMAN, Assistant Editor.**

**FELIX J. BELAIR, JR., Washington Bureau.**

CONTRIBUTING EDITORS: Dr. Clemens Kleber, Essential Oils. Dr. Harvey A. Seil, Synthetics. Maison G. de Navarre, Toilet Preparations. Dr. Edgar G. Thomssen, Soaps. Bernard H. Smith, Flavors. Donald S. Cowling, Merchandising. Howard S. Neiman, Patents and Trade Marks. Ruth Hooper Larisson and Daniel B. Hassinger, Packaging and Display.



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November, 1936

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**A ROBBINS PUBLICATION**



*Attractive reception room of Countess Bertie d'Uchlizey, who recently opened a demonstration salon in Rockefeller Center, New York, to supervise active promotion of her business in America. The room is in beige and brown tones and the painting is of Mme. Bertie herself.*

## She's Not Dressed--- Until She Puts Her Face On!

**RUTH HOPPER LARISSON**, Cosmetic Consultant and Package Designer, discusses the meaning of a recent survey of cosmetic preferences and draws some lessons from which every manufacturer may profit in his old lines or in launching new products.

**W**HILE face powder is well known to be the largest selling single cosmetic item (and has held this enviable position for ten years), we are now getting into an age when rouge and lipstick are fast creeping up to it while eye makeup is sprinting along, hoping one of these days to catch up with rouge.

We hear a lot about the grief that comes from selling makeup products, but we also know companies who are well satisfied with their profits. When you analyze this situation, it generally ends up with the conclusion that when the lines are well planned, well grouped, well packaged, and well promoted (not to mention rightly priced), the grief goes overboard and the profits make the port. There has been and there still is too much haphazard putting-together of makeup lines, too much duplication in pigment colors, out-of-tempo packaging, and poor sales effort at the counter. But the public is demanding these products in ever increasing volume and it looks as if man-

ufacturers—some of them anyway—better settle down seriously to the business of sound make-up lines, well presented and well promoted.

The 1934 and 1936 *Woman's Home Companion* surveys (which I discussed in the August issue of the *Perfumer*) indicate plainly this growth of demand. They show in bold relief the tremendous changes that have taken place in the space of a very short time. And these are all facts which you can go out and check up on for yourself.

Although the sale of creams fell off during depression years, face powder sales forged ahead of their past records. As far back as the 1934 survey, 97 per cent of women used face powder. Just who and how often, according to their ages and their buying and using habits, are significant points also covered in the survey. The 1934 survey records that rouge, which had been used by 58.5 per cent in 1924, had increased to 81.9 per cent by 1934 and 87.1 per cent in the 1936 survey.

Lipstick was recorded as 24 per cent

used in 1924 and jumped to 74.5 per cent in 1934. (Ten years can certainly do strange things to the cosmetic business!)

In the 1934 survey, the following face powders lead in the order of mention: Coty, Lady Esther and Elizabeth Arden, but in 1936 we find *Lady Esther* with 14.4 per cent, *Coty*, second, with 12.9 per cent, and *Max Factor*, third, with 10.3 per cent.

On the subject of rouge in 1934, Hudnut led, followed by Rubinstein and Arden, third; but in 1936 this has changed and *Max Factor* is first with 12.2 per cent, *Tangee* follows with 9.4 per cent and *Rubinstein* is third with 8.3 per cent.

Lipsticks show an equally changing setup from 1934 to 1936. In 1934 Louis Philippe led, with *Tangee*, second and Hudnut, third, but in 1936 *Tangee* leads with 14.8 per cent, *Factor* is second with 11.9 per cent and *Coty* is third with 8.5 per cent.

There is one more point I want to make here. In the 1934 survey, eye



shadow, mascara and pencil were not included (they hadn't yet become so important to the masses) but in the 1936 survey these have been extensively and most interestingly covered and are worthy of the study of those manufacturers who aim in that direction.

All these points which indicate the past and present trends in changing buying habits of women where makeup preparations are concerned should drive home the fact that makeup items as well as face powder are of increasing importance in the daily routine of even the *average* woman. She is fast coming to the point where she realizes she isn't dressed until she has put on her face. Cosmetic manufacturers have been about the last group of those involved to grasp the importance of this fact that cosmetics are really part of fashion. A number of companies, today, are giving this the proper consideration and shaping their promotion and advertising appeals to its significance, but they were actually forced into it by the demand of women for makeup which harmonized with their clothes. You see, when brilliant colors settled down from high fashion to mass fashion a so-called "natural" makeup wasn't always sufficient. And in the scuffle of so much talk about harmonized makeup women are growing just plain makeup conscious, harmonized or not, as the case may be!

It would not be a fair comparison to merely check up one leader's box of face powder against another, particularly in those cases where the manufacturers may have several different packages, weights and prices on face powders. Instead I want to suggest some good fundamental packaging points which not only leaders in the field should consider, but everyone who has a face powder in the line.

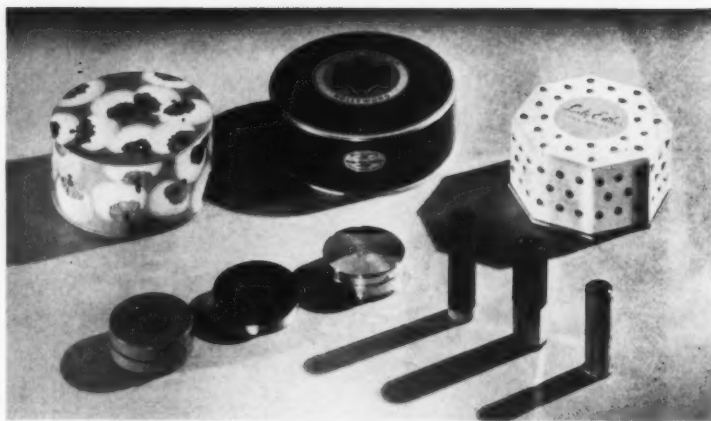
Make the box easy to open and easy to close.

Make it as airtight and dust proof as science, industry and your own ingenuity can devise.

Don't make it too large. Generosity in face powder is a boomerang when the last third of the box has lost all its perfume, grown dusty and "old" looking.

If you want to sell double quantities, say so; put them in a single box but with two drums, the second to be opened only after the first is used up.

Many boxes of face powder stand on the dresser or bathroom shelf and are not tucked into a drawer. This



*Rouge, lipstick and powder leaders in 1936 Survey of Woman's Home Companion*

means that the decor on the package should be subtle enough to blend with any bedroom color scheme.

Another point indicated by this habit is that if the box of powder is left out, the puff probably joins it in dust collecting. If you can devise a *practical* box which will include the puff (never lying on the powder but in a separate compartment) you will be assisting your customers to a more sanitary use of puffs. Or, for a slight increase in the cost of the original package, give them a set of puffs which, described in your promotion material, should be enough to last as long as the face powder. Most women won't wash their puffs. Most women won't use fresh ones often enough, yet they *are* learning to, by slow and halting degrees.

Be sure the label on the powder box is easy to read, particularly the name of the color which is often rubber stamped on and blurred besides.

Don't perfume your powder too highly, for women are likely to grow tired of it more quickly or resent its interference with the perfume they use.

Since face powder has always been a bread-and-butter item in toilet goods, a lot more thought and effort has been given to the packages than to those for some other products. The round boxes have become a safe standard, but oval and square boxes are frequently very popular; generally this depends upon the ease of use of the product. Metal and plastic, as well as paper, are good materials to use, but should be highly styled within the price range of the product. Three dollar a box powder doesn't belong in a sixty-nine-cent-looking box any more than a fifty cent product should try to masquerade as the three dollar item.

When we come to rouge and lipstick we have another phase of merchandising to consider. These two products and their little cousins, mascara, shadow and pencil, are used at the dressing table—or whatever serves as a dressing table—and also in the handbag from morn to night. Handbag use presents the new problems. It necessitates keeping these packages up to the minute in fashion. They must synchronize with styles and colors in clothes, gloves, pocketbooks, etc., particularly, if they belong in the upper price brackets. If they are in the medium or low price group, including chain store makeup items (which are giving everyone else in the business sleepless nights), they may be either gay or dignified, but should always be smart.

They need not change so often nor does the line have to be as extensive as the highly priced items. One set of colors and designs for cases may be sufficient. Even in the highest price field one set of colors and designs at a time will often take care of the business adequately, but they must be replaced at more frequent intervals with entirely new styles and shapes as well as new designs.

Styling for daytime and evening is another safe breakdown from a fashion point of view. Some companies have gone further and included sportswear as a third fashion division for styling.

The determining factors for these points all lie in knowing your own market—knowing it from actual research and study, for one set of consumers will respond to one tempo of styling and price group while another set will respond quite differently.

The very chaotic state of the makeup



market is further proof that most companies do the bulk of their business on a small percentage of the numbers they actually carry. This situation doesn't exactly make it easy for the retailer to carry a full line of the manufacturer's products. In addition, it adds confusion in the customer's mind when she has too many products which are so extremely close that she simply cannot make up her mind in selecting the one she wants. *Shorter lines and fatter profits are indicated* and a close study of your own costs and profits will discover to you that such a step is not at all hazardous but just plain horse sense.

One point brought out strongly in the *Woman's Home Companion* surveys, which should be of great interest to manufacturers, is the unexpected distribution of rouge business. Only about half of it goes to the dozen or so leaders in the field, while the other half is chalked up in extremely small portions to all (and there are many) also-rans. Yet, in the 1936 survey we find that the thirteen leading brands of face powder are used by 89 per cent of the women answering the survey. The lipstick figures in this same survey are nearer to the rouge set-up than to face powder since eleven leading brands are used by only 65.8 per cent of the women responding.

And a further significant point for all manufacturers to mull over is the fact that women do not slavishly follow lines to the extent most companies would like. They pick and choose each product according to their tastes, whims, or pocketbooks, and even though they happen to like and buy a "Mary Brown" lipstick, they do not necessarily use "Mary Brown" rouge, eye makeup or face powder.

There are several possible ways of capitalizing on this very point but I have yet to see the manufacturer who will do it. This situation is generally explained away with the old standby, "buying habits." But after all, what are buying habits? In this case, at least, they indicate women's preferences and it seems to me it's worth finding out the why and wherefore of those preferences. It also indicates wide opportunities for missionary work in educating the public to "harmonized" makeup. (This poor word, "harmonized makeup" has been so frequently abused and so seldom wisely used that it has almost lost any power of conviction even in the minds of the public.)

But one very direct way of influenc-

ing the customer to buy entirely from one line rather than one item here and another there, is to make the cases and packages in the line so distinctive and attractive that women will want them for their sheer beauty and charm—eye appeal, in other words. Only be sure

that behind the eye appeal victory lies such a high standard of product that the first sale will lead to the second. And that brings us right back to "buying habits" again, only in this instance will we have had some control over them!

## the Old Man with the lantern



Our sad-eyed companion, returning from the N.W.D.A. meeting, reports somewhat adversely. It seems he sought almost in vain for a cosmetic group in whose sorrows he might join and was a day and a half in finding one. Can this be a sign of lessened interest in the drug trade as an outlet?

One good feature of the meeting, he reports, was Jimmy Hoge's speech. The young man is coming along, and unless his boss and mentor in association work leads him astray, he will be a great asset to the drug trade. Knowing that the mentor has mellowed a bit, we feel that no serious wandering will happen.

It is no wonder that the Robinson-Patman mock trial resulted in a "hung jury." A "hung" Trade Commission on some of the complaints does not seem unlikely. We have no aspirations in the direction of a Trade Commissionership. Errant reporting brings sorrow enough.

Holiday merchandise is reaching the editor's desk in profusion. We have been permitted a brief glance. Regretfully, we record that most of it seems to be the same old thing. One or two unusual and beautiful ideas for which we predict considerable success. They will have little competition!

A rather wealthy lady of our acquaintance told us confidentially over a long drink that her cosmetics came from one of the five and dime chains. (She really is a delightful looking person, too.) But, it seems, she makes up the list and the chauffeur

does the purchasing. Has never been in a "five and ten" in her life! Are there any others?

Scanning the pages of current magazines, we see some fine advertisements for perfumes. Alas, as much cannot be said for creams, powders and soaps. Here where reality might be useful, vagrant flights of fancy seem to reign. Perhaps these florid and lurid ads sell goods, but the sane ones seem to be those of the largest and most profitable enterprises.

Vitamin science grows more amusing and amazing daily. One New York department store sold 500,000 cakes of a vitamin soap in almost less than no time. Of course, the price was right, but even so —!

Without too much regret, we announce our retirement from this cavern of impudence. Perhaps it will be but temporary. At our age, it matters little. We hope no reader has been offended by our seeming querulousness. Again, at our age, it is difficult always to be sweet tempered. Our ancient carpet bags are packed for a journey into the wilderness. It is not too unfamiliar to us. Frankly, we like it better than the hive of industriousness which represents Fifth Avenue. We pick up the carpet bags, whistle up our sad-eyed companion, and give you, "Vale!"

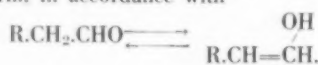
FREEGIFT PATCHIN

# POLYMERIZATION

## of Phenylacetaldehyde

**DR. ARNO MÜLLER** discusses the phenomenon of polymerization of aldehydes and gives a new view as to its cause. He also describes the capillariscopes, a device which he invented for testing essential oils for age and purity, used in the experimental work forming the basis for this article.

THE aldehydes of the formula  $R\cdot CH_2\cdot CHO$ , and more particularly phenylacetaldehyde —  $C_6H_5\cdot CH_2\cdot CHO$ ; p-methyl-phenylacetaldehyde —  $p\text{-}CH_3\cdot C_6H_4\cdot CH_2\cdot CHO$  (syringaldehyde) and  $\alpha$ -methyl-phenylacetaldehyde —  $C_6H_5\cdot CH(CH_3)\cdot CHO$  (hydratropic aldehyde) are very precious materials from the perfumer's point of view. Unfortunately, the use of these aromatics is very limited, especially in the manufacture of toilet soaps, owing to their strong tendency towards rapid polymerization. The author<sup>1</sup> of this article recently found an explanation to this, after having carried out a number of physico-chemical experiments. According to these experiments, the hydrogen-atoms of the  $-CH_2-$  group, which are related to the aldehyde-group, are in an "activated" state which leads, for instance, by the formation of semi-acetal, to a temporary enol-form, in accordance with



In my opinion, this phenomenon is the real cause<sup>2</sup> of the exceedingly easy polymerization of phenylacetaldehyde, p-methyl-phenylacetaldehyde and hydratropic-aldehyde.

With the experiments described below, I shall illustrate how curious a course these polymerizations take and what are the practical consequences.

If chemically pure phenylacetaldehyde<sup>3</sup> is exposed to diffused daylight, in brown and white glass containers respectively, it will show the physical conduct given in Table I.

After about a month, the phenylacetaldehyde in the white glass container

TABLE I

Phenylacetaldehyde in diffused daylight (Autumn).

container:	time:	$d_{20}^{25}$	$n_D^{20}$	Contents of $C_6H_5\cdot CH_2\cdot CHO$
brown bottle	1st day	1,0310	1,5250	99-99,5%
white bottle	30th day	1,0316	1,5245	93,5%
brown bottle	30th day	1,0494	1,5340	74,7%

TABLE II

Phenylacetaldehyde in diffused daylight (Summer).

container:	time:	$d_{20}^{25}$	$n_D^{20}$	Contents of $C_6H_5\cdot CH_2\cdot CHO$
brown bottle	1st day	1,0330	1,526	99%
white bottle	30th day	1,0769	1,5475	74%
brown bottle	30th day	1,0408	1,5316	88,8%
white bottle	60th day	1,0940	1,5585	53,8%
brown bottle	60th day	1,0485	1,5323	82,4%

showed a very pronounced polymerization by the precipitation of absolutely clear crystals, which became manifest not only by increased density and index of refraction, but also by a waste of "oximierbar" aldehyde<sup>4</sup>. On the other hand, phenylacetaldehyde placed into the brown glass container did not show any crystals at all and the aldehyde content remained remarkably high. In both cases a slight production of gas was observed from time to time.

The different conduct is unmistakably illustrated by the capillariscopic conduct<sup>5</sup> according to figure 1 The deferred capillary spreading of the polymerized phenylacetaldehyde is illustrated in the sharply declining curve II.

If, on the other hand, we again place phenylacetaldehyde into two differently colored glass containers and expose it to the faint shade of the summer sun, we find, according to Table II, figure 2, that the position is exactly reversed.

TABLE III

Formation:

"Dimerer" phenylacetaldehyde:	In the presence of 10% aquatic liquor of caustic potash and also with piperidin: colorless resin.
"Trimerer" phenylacetaldehyde: ( $C_8H_8O_3$ )	In the presence of sulfuric acid of 23%: colorless and odorless crystals. M.P. 155-156°C; easily soluble in benzene, chloroform and acetone; practically not soluble in water. Solubility in pure unaltered (monomere) phenylacetaldehyde = 2,7%.
"Pentamerer" phenylacetaldehyde: ( $C_8H_8O_3$ ) ?	In dark and ultra-violet light and without any addition of catalytic agents.

H. Stobbe & A. Lippold,<sup>6</sup> who made accurate experiments in respect of the proportions of polymerization of phenylacetaldehyde, found the "polmeres" shown in Table III.

Both these authors also found that polymerization steadily continues, but comes to a standstill by radiation with short-wave-light, to polymerize with increased intensity when stored in a dark room afterwards. Stobbe and Lippold explain this phenomenon as follows: The spontaneous polymerization is exceedingly sensitive to light and which forms the equilibrium

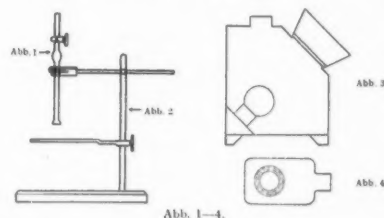
$$n \text{ C}_8\text{H}_8\text{O} \xrightleftharpoons[\text{light}]{\text{dark}} (\text{C}_8\text{H}_8\text{O})_n$$

In my opinion, the process is better explained by the rays of short-wave-light, which are fixing the loosened electrons<sup>7</sup> of the hydrogen-atoms of the  $\text{—CH}_2\text{—}$  group.

It is at once evident that the polymerization of phenylacetaldehyde and allied aldehydes represents a very complicated problem and requires further explanation.

### The Capillariscopes

This is a new device for the examination of essential oils and allied products (see the four sketches below). We know as the ca-

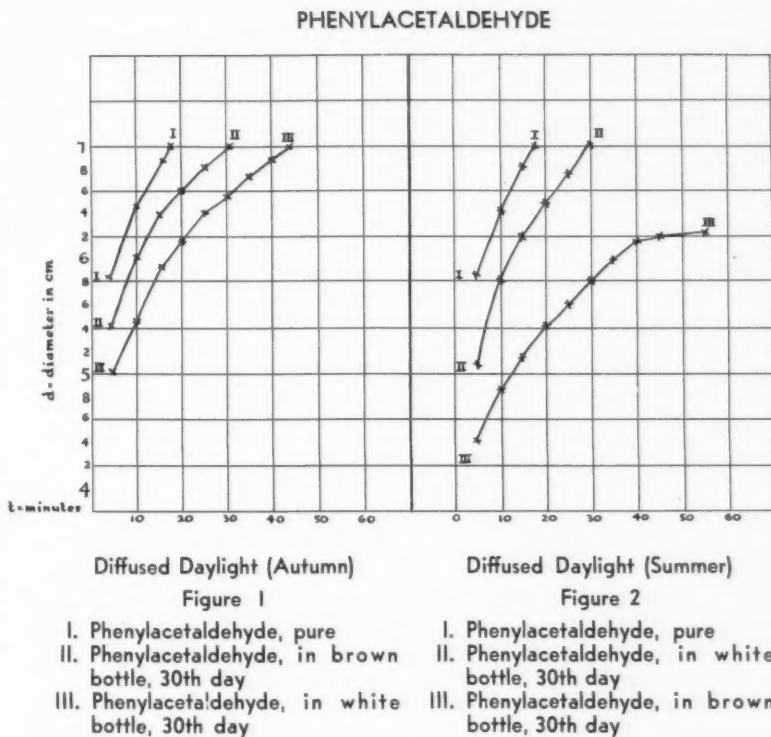


pillariscopes<sup>8</sup> an apparatus constructed by myself<sup>9</sup> and with which, by means of filter paper, it is possible to measure the capillary spreading of essential oils quantitatively by circles.

The following is the procedure: Fig. 1 shows a capillary tube known as "Stalagmometer," which is constructed in various dimensions, according to the viscosity of the essential oil for examination.

For testing purposes, the oil is passed through a fibreless filter-paper, sucked into the capillary tube by means of a rubber-ball, or simply a piece of rubber-tube and the outlet of the tube is then carefully dried with a filter-paper.

This operation terminated, the glass-tube is fixed into a stand (Fig. 2) specially constructed for the purpose. Care must be taken that the tube is suspended perpendicularly over the center of the



frame which is to receive the capillary-paper. The paper itself is laid into the frame only after the first few drops of the substance under examination have passed through the outlet. The next drop, intended for the test, is then allowed to fall into the center of the capillary-paper from a height of approximately 1.5-2 cm. and carefully timed from its contact with the paper. As soon as the second drop has fallen on to the paper, the mobile frame is turned aside and the liquid is left to be completely absorbed by the paper. In order to prevent excessive evaporation, the paper is placed in a glass-basin containing a few paper-cuttings saturated with the oil that is tested. This operation, however, is only required or advisable for tests of very volatile oils.

Presently, the illumination box (Fig. 3) is set into action. If the watch indicates that the drops have been on the paper for about 4 minutes, the paper is placed into the frame and on to the illumination disk fixed in the interior of the box and then covered with the cyclometer (a device to measure the circles formed—Author) (Fig. 4). The favorable adjustment of the circle is quite easy after the first few experiments. According to the paper used and

also the oil under test, the drops mostly form correct circles, but it sometimes happens that ovals are formed. By the clever disposition of the measure-disk, which permits measuring the continually spreading drops rapidly at four different points, the results obtained show a very satisfactory average. The measurements are marked from 5 to 5 minutes and they should extend over a maximum of 60 minutes and to a maximum diameter of 7 cm. The electric bulb should be lit only to read the measure disk. Thus, the temperature in the illumination-box is kept reasonably low. The normal temperature in the interior of the box should be between 20-24°C during the reading of the cyclometer.

It is suggested that, for graphic utilization, the simplest way is to represent the time "t" as abscissa and the diameters of the circles "d" as ordinates. It is recommended to use iso-amyl alcohol as "standard oil," for this substance allows for the correction of deviations for comparative curves, which are likely to occur on account of variations in the quality and grain of filter-paper.

Water is not suited for this purpose. In spite of the high surface tension of water, abnormal curves<sup>10</sup> are obtained.

This phenomenon can only be attributed to the deformation of the capillary spaces of the filter-paper, produced by the mollification of the cellulose-walls. Here, as in many other cases, its action can be characterized as being levelling.

Approximately 160 irreproachable essential oils have been tested with this apparatus and the results have been tabulated in form of graphic curves. These give a clear picture of the originality and efficiency of this new method of testing essential oils for purity and age.

The capillariscopes has, over more classical instruments such as: scales, polarimeter and refractometer, the definite advantage of being cheaper. Moreover, only a few drops of an essential oil are required for a test.

This method can also be applied for testing fatty oils, mineral oils, filter-paper, etc., etc.

<sup>1</sup> A. Müller—"Zur Natur der Lösung von Phenylacetaldehyd in Benzylalkohol." A contribution dealing with solutions of aldehydes in alcohols. *Helvetica Chimica Acta* 17, 1231 (1934), and "Der Chemismus der Halbacetalbildung der Aldehyde R. CH<sub>2</sub>.

CHO und die Natur ihrer Lösungen in Benzylalkohol. "Die Konstitution des Phenylacetaldehyds, p-Methyl-phenylacetaldehyds und Hydratropa-Aldehyds auf Grund ihrer Elektronenverteilung"; *Helvetica Chimica Acta* XIX, 225 (1936).

<sup>2</sup> Various works dealing with the chemical process of the polymerization are at present in progress.

<sup>3</sup> Product of Usines de l'Allondon S. A., La Plaine-Geneva, obtained by special process of A. Kaufmann, D.R.P. 509938-28.7. 1927; D.R.P. 528506-30.10.1928.

<sup>4</sup> Analysed according to the method of oxidation by means of hydroxylamin, vide R. E. Meyer and Usines de l'Allondon S. A., La Plaine-Geneva; "Riechstoffindustrie" 3, 136 (1928).

<sup>5</sup> A. Müller—"Die Viskosität, Oberflächenspannung und das capillariscopische Verhalten der ätherischen Öle"; "Journ. f. prakt. Chemie," N.F. 141, 167 (1934). The "Capillariscopes" and the prospekt may be obtained from C. Gerhardt, Bornheimerstrasse 100, Bonn F.

<sup>6</sup> H. Stobbe & A. Lippold—"Journ. f. prakt. Chemie (2)," 90, 277 (1914), "Schimmel's Ber.," April, 1915, 96.

<sup>7</sup> A. Müller—loc. cit.

<sup>8</sup> This registered apparatus is sold in the market by C. Gerhardt, Bonn a Rhein, Bornheimerstrasse 100 Germany.

<sup>9</sup> A. Müller, "Die Viskosität, Oberflächenspannung & das capillariscopische Verhalten der ätherischen Öle," J. f. prakt. Chemie N.F. 141, 1934, S. 166-192.

<sup>10</sup> A. Müller, J. f. prakt. Chemie (2) 134, 1932, S. 166.

nationally known mouth washes snowed up favorably in tests. However, while the effect of mouth washes tended to be transient, effective tooth paste and brushing had a more lasting antiseptic action, lasting several hours. Not only that, but Bryan proved that cleansing the teeth is a three-times-a-day-job. The ratio of mouth bacterial counts was inversely proportional to the number of brushings per day. Lowest mouth counts in students brushing three times a day, next—twice a day, and last—once a day. Students with highest counts were those who did not brush their teeth at all. *Dentifrice and mouth wash manufacturers should read this article.*

■ **NEW HAIR BLEACH** Recently a new hair bleach was offered the trade, and already it finds enthusiastic users. The material can be used on live or dead hair. The amount used depends on the hair, whether or not previously bleached, texture and other variables. The product is non-ammoniacal. All interested in this type of product will do well to test it out.

■ **VITAMINS & HORMONES** Many nice comments have come to me regarding the editorial on this subject in the October *The American Perfumer*. Any of you who just happened to miss the editorial page, are strongly advised to go back and read it. The editorial is short, but packs a punch in each word. Vitamins and hormones are good things, as students in my cosmetic class are told. But they don't produce miracles. And if you think they do, it is a "rassling" match between you and the F.D.A. or the F.T.C. I'll bet on the alphabet boys.

■ **BULLETINS** Many letters and telephone requests come to me requesting either the first bulletin on *sun tan preparations* or the latest one on *wetting agents*. Please don't send requests to me. Send them to *The American Perfumer*, which distributes the bulletins. As you know, these are free. Separate requests must be made for each bulletin. If you place these in your lab note book, you will find that anytime you want complete information on any subject mentioned in the bulletins, it will be at your finger tips. Often such complete information will save you much time and expense. Any reader of "Desiderata" can have the bulletins by asking for them.

## desiderata

by MAISON G. de NAVARRE

■ **TESTING DANDRUFF PREPARATIONS** Drs. Dufree and Cousins, writing in the April *Standard Remedies*, discuss some practical tests of dandruff preparations with the organism *Pityrosporum ovalis* isolated by them from cases of *seborrhea capitis simplex*, or dandruff in the common language. They were able to induce the disease (dandruff) in rabbits and subsequently cure them with the use of fungicidal agents. While this seems to be a remarkable advance in the testing of dandruff preparations, a letter from the Bacteriological Laboratory of the Department of Agriculture indicates that the Laboratory places no definite faith in such tests at the present time. However the doctors seem to have something in their results which is intriguing to us, who often test such products. They state that while some fungicides tested well in agar plate tests or cup-plate tests they did not work well on animals. In the plate and cup-plate

tests, they substituted *P. ovalis* for *S. aureus*, the usual test organism. The organism *P. ovalis* is hard to isolate and culture according to different workers.

■ **BLACKHEADS** The prolific and original Dr. Herman Goodman makes another of his excellent explanations of skin abnormalities, in an article called "Blackheads and Pimples . . . What Causes Them," in the September *American Hairdresser*. The article is expertly illustrated by Donald Ross. The method of formation together with possible results are discussed and pictured.

■ **EFFECTIVE DENTIFRICES** Most inspiring and satisfying words are written by Bryan in the *Journal of the American Pharmaceutical Association*, regarding the usefulness of both dentifrices and mouth washes in lowering the bacterial count of the mouth. Three

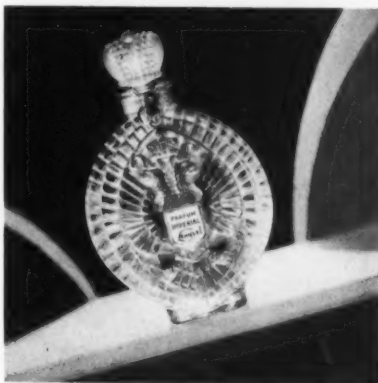


# New Products and Packages

by MARY L. GOODMAN

1

**PARFUMS LENGYEL:** This company has just introduced a delightful new perfume, reminiscent of an eighteenth century Russian Court scent, and having a distinctive and lasting odor. The unusual crystal bottle was designed by Rene Lalique, and carries out the imperial character of the perfume.



2

**RETA TERRELL:** A novel perfume presentation has just been adopted by this manufacturer who is offering only white flower perfumes. She is featuring "White Russian Violet," "Camilla," "White Carnation" and "White Tobacco Flower" and they are simply packaged in a square bottle with glass stopper. It is boxed in a plain container of "ashes of roses" suede paper, with gold edge. The face powder package is extremely handsome and effective. It is made of the same material as the perfume box, but has a smart gold scroll decoration and gold edge, and the initials "R T" are designed on the cover.



**SPECIAL RECOGNITION:** Matchabelli now offers toilet water in this strikingly handsome bottle inspired by the forthcoming coronation. The clear glass container with shaker top follows the graceful lines of the Imperial Sceptre, and the neck and shoulders are covered with the familiar Matchabelli crown. This is indeed a very smart container, and makes a most attractive accessory on the dressing table.

3

**HARRIET HUBBARD AYER:** Another particularly charming gift item is this handsome evening case, which easily fits into the hand and yet is large enough to hold compact, lipstick, mirror, handkerchief, keys, etc. It is offered in a wide range of multi-colored brocades, black and gold, and all gold kid, and is about the size of a regular card case. It is fitted with mirror, lipstick and vanity, and has a pocket for sundry items.

4

**ELIZABETH ARDEN:** To prove that the most daring and extreme colors may be worn by any woman provided she has the proper make-up, Miss Arden has taken the outstanding popular colors and created a complete set of make-up preparations for each. The kit contains foundation cream, lipstick, rouge, powder, eye shadow, nail polish and cosmetique, all selected to create a complexion most flattering to the color scheme with which it is to be used.







5



6



7



8



9



10

5

BOURJOIS: This company has recently introduced a line of toiletries for men consisting of seven staple items and seven gift sets, and has named the line "Mansfield." The items especially developed for men, are not heavily perfumed but have a cool fresh odor created to particularly appeal to men, and are packaged in a simple and conservative style. The set illustrated is of brown leather, and contains aftershave lotion, shaving cream and talcum.

6

HOUBIGANT: "Country Club" is the latest addition to this company's line of perfumes. It has a decidedly modern and lasting odor and will doubtless have a strong appeal to the woman who spends much of her time out of doors. It is attractively packaged in a clear glass bottle with a glass stopper which is covered with an emerald green plastic cap. The bottle rests on a green and gold base and has a smart green cover trimmed with a wide band of brown suede lettered in gold over the front and back.

7

BARBARA BATES: Here is an attractive manicure kit which makes an ideal gift as well as a useful year-round accessory. The kit is of genuine brown leather lined with moire satin, and contains fourteen major preparations for beautifying the hands and nails.

8

YARDLEY: "Bond Street" is the name of this company's newest perfume introduced in conjunction with England's coming coronation. The odor is a delightful and enticing scent, and the package is presented in dignified and regal style. The graceful gold capped bottle is accentuated by two wings tapering from the neck of the bottle down each side, and rests in a colorful ring on a tiered stand of white and gold.

9

EGYPTIAN LABORATORIES: "Hathor" powder deodorant has now been repackaged in a tall glass jar with a celluloid shaker top and a black metal cap. The gold label, which covers the entire container, is printed in black and gives very complete directions on the back.

10

LEHN & FINK: Hinds Honey & Almond Cream is now equipped with a new leak-proof molded red dispenser top which is an integral part of the cap. It replaces a separate metal dispenser formerly used, and is already affixed to the bottle. The lotion is released by inverting the bottle and pressing the spout in the palm of the hand. Photo courtesy of Bakelite Corp.



11



12



13



14



15

## 11

**GERMAINE MONTEIL:** The popularity of this couturier's products has led to the addition of eau de cologne and bath soap to the line. The clear glass eau de cologne replaces the familiar frosted Monteil package used for other items, and the bath soap, faintly scented, is boxed in a smart container of creme satin paper with brown trim.

## 12

**LENTHERIC:** An interesting new perfume, typically Oriental and yet modern in fragrance is "Shanghai," just released by this company. The character of the perfume is beautifully carried out in the package, which was inspired by an early Chinese bronze urn. The container has square cut crystal handles on each side, and fine gold cord is drawn through these across the crystal cube over the ground glass stopper.

## 13

**EVELYN GARFIELD:** A new facial mask has just been added to Miss Garfield's treatment line which she recommends should be massaged into the skin, and not spread on as most mask creams are used. She claims that this cream is absorbed in the skin and stimulates and refreshes the tissues. It comes in an opal jar with red screw cap, and red front and back labels.

## 14

**LOTUS BUD:** Three important items, harmoniously packaged, have just been introduced in this market. The "Vitalizing Creme," recommended for dry skin, comes

in a rose jar with gold metal cap and gold label, printed in black. The lipstick and rouge metal containers have rose bases and blue covers, with gold trim and lettering.

## 15

**ARMAND:** "Wind Blown Roses" perfume is the result of popular demand for this product after the introduction of Armand's "Blended Cream" which is scented with this fragrance. It is packed in an attractive flat, notched bottle, and the familiar Armand silhouette head is molded on both sides. The cap is of white plastic material.

## 16

**CAMPANA:** Even a hand lotion can be packaged so handsomely as to make an attractive gift package, as witness this new Imperial Gift Package of "Italian Balm." The bottle is a specially designed container and fits the standard home dispenser used on the regular package of "Italian Balm." It has a metal cap and is offered in a cardboard setup box.

## 17

**KENLEY, INC.:** And now colored enamel for canine toe nails makes its debut in New England! This manufacturer of dog furnishings is offering little sets of ½ oz. bottles of nail polish and polish remover in small lavender cardboard boxes attractively labelled with a Scottie wearing a stylish red bow. The canine nail polish comes in black, green, red, orange, purple and blue, and makes an ideal holiday gift for thoroughbreds and mutts alike!



16



17

# NEWS & events

## Drug Section Meets at Skytop

The fall meeting of the Drug, Chemical and Allied Trades Section of the New York Board of Trade, Inc., was held at Skytop, Pa., October 23 and 24. About 75 members and guests of the section attended and enjoyed two splendid meetings and the golf tournament. An informal dinner featured the first evening, with Hon. Joe Hanley, member of the New York State Senate, making one of his fine inspirational addresses. The final evening was given over to dancing.

The section adopted the report of its special committee on by-laws, and heard discussions of the Food & Drugs Act, Robinson-Patman Law, Social Security Act, Labor Relations Act and other matters of importance to the trade.

Speakers included James F. Hoge, general counsel for the Proprietary Association; Ernest A. Gross, representing the National Association of Manufacturers; Horace W. Bigelow, counsel for the American Drug Manufacturers Association; and Dr. Joseph Montague, New York physician. A feature was the first showing of a splendid educational film, "The Wonder World of Chemistry" presented through the courtesy of the du Pont companies.

## Trade Practice Conference Nov. 19

The Federal Trade Commission has set November 19 as the date of the Trade Practice Conference with the manufacturers of cosmetics and toilet preparations. The conference will be held at the Hotel

Astor in New York and will open at 10 A. M.

The rules for discussion, published recently in *The American Perfumer*, have in general met with the approval of the Commission. The single important exception is the rule on open price filing. This rule the Commission refuses to consider as a Class I or compulsory regulation, on the grounds that no law exists to compel such filing. It will be considered, however, as a Class II or voluntary and recommended trade practice.

## Harper Method Group Convenes

The second annual convention of the Eastern Harper Method Association was held at the Hotel Roosevelt, New York, October 18, 19 and 20, and was attended by a large number of beauty shop owners and operators. The program was arranged after a questionnaire had been sent out to the members inquiring which subjects they were particularly interested in, and the sessions, accordingly, proved instructive and valuable.

The convention opened with a reception and banquet on Sunday evening, and the business sessions were held on the following two days. On the first day, subjects of interest to beauty shop operators were taken up, while the second day was devoted to matters of primary interest to shop owners. Members found this arrangement very satisfactory, and were greatly enthused over the addresses and demonstrations.

New officers elected for the coming



Group at Harper Method Convention in New York

year are: Miss Altena Ryan, West Hartford, Conn., president; Miss Isabel Rosenfeldt, Germantown, Pa., vice-president; Mrs. Loretta Frey, New London, Conn., secretary, and Miss Emma Smith, Ridgewood, N. J., treasurer. These new officers are now formulating plans for the association, and anticipate an active and profitable year for its members.

#### Cosmeticians Elect Mrs. Fayant President

Mrs. Winifred Fayant of Philadelphia was elected president of the American Cosmeticians Association at the annual meeting in Chicago in October. Other officers for the coming year are Mrs. Nelle B. Ramsey, Wichita, Kans., vice-president; R. H. Milliken, Oklahoma City, vice-president; Mrs. May Quadlander, Kansas City, vice-president; Mrs. Elizabeth Dorr, Lexington, Ky., vice-president;



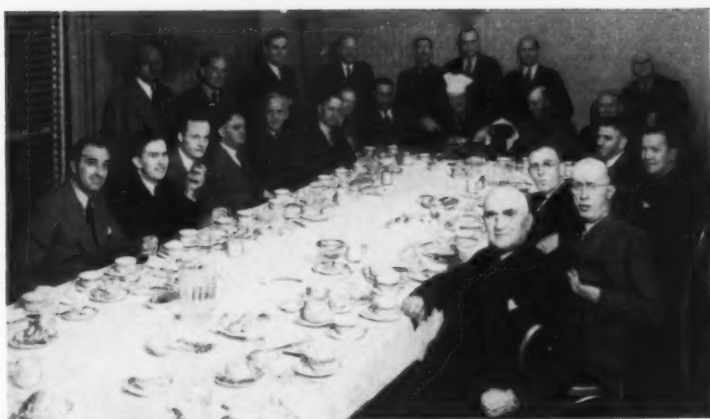
Mrs. Fayant (left) presents cup to Mme. Louise (right) as Miss Martell looks on

Mrs. Edna Voegelé, Greensburg, Pa., vice-president; Mrs. Nellie Braden, Cleveland, vice-president; Mrs. Ellen R. Bell, Chicago, vice-president; and Mrs. Ruth D. Maurer, New York, chairman of the executive committee.

More than 400 attended the sessions and enjoyed an interesting and instructive program. A feature was the presentation of a cup to Madame Louise in recognition of her contributions to beauty culture. The tentative date for the 1937 meeting was set as October 3 at the Sherman Hotel in Chicago.

#### Soap Makers to Meet in New York

The annual meeting of the Association of Soap & Glycerine Producers will be held in New York December 3. Reports will be heard and officers elected for the coming year.



The Michigan Association gave Andy Broderson this farewell party at the Detroit Leland Hotel, October 16. President Ray Vicary gave the guest of honor a handsome desk pen set on behalf of the association and commented on Andy's splendid work as chairman of the membership committee during the last year. Mr. Broderson is transferring from Detroit to the Wyeth Chemical Co. plant in New Jersey

#### Munet Export Manager for Rubinstein

Helena Rubinstein has appointed Edward Puig Munet to act as export manager in charge of the foreign business for Latin-American countries, the West Indies and Philippine Islands. Mr. Munet has been connected with the perfumery and cosmetics industry for many years and is very well known in South America.

#### Flavor and Perfume Production Reported

Reporting on the production of synthetic raw materials, the U. S. Tariff Commission has published its annual report on dyes and other synthetic organic chemicals. The following paragraphs have to do with flavors and perfume materials:

"The growing popularity of synthetic flavors is indicated by an increase in production of 16 per cent, in sales volume of 22 per cent, and in sales value of 9 per cent. All of the well-known products in this group show substantial gains in sales in 1935. Methyl salicylate (artificial oil of wintergreen) increased 23 per cent in sales volume; coumarin, 13 per cent; vanillin, 4 per cent; and ethyl benzoate, 14 per cent. The average value per pound of sales of vanillin declined from \$4.06 in 1933 to \$3.36 in 1934 and to \$2.98 in 1935.

"There were 14 domestic producers of flavors in 1935, the same number as in 1934.

"Perfume materials of coal-tar origin, on the whole, showed a decline in

production of 5 per cent in 1935 as compared with 1934. Sales volume declined 1 per cent and sales value 2 per cent. These decreases are largely accounted for by amyl cinnamic aldehyde, benzophenone, musk ketone, and phenylethyl alcohol. Increased production is reported for benzyl acetate, cinnamic aldehyde, diamyl phthalate, musk ambrette, musk xylol, and phenylethyl acetate.

"There were 27 makers of perfume materials in 1935, or 3 more than in 1934."

#### Westlake Forms New Company

Edward G. Westlake has resigned as secretary of McCoy, Jones & Westlake, Inc., Chicago, and announces the formation of the

Edward G. Westlake Co., effective November 1. Sales offices and display rooms will be opened at 367 West Adams St., Chicago. Mr. (Eddie) Westlake's new organization will specialize in imported perfume bottles, glass novelties, boudoir and table glassware and other bizarre and unusual merchandise.



Mr. Westlake

Sailing November 7 on the *Champlain*, Mr. Westlake will spend seven weeks in Europe developing new lines for the coming season. Arrangements have been made whereby this firm will



have its own complete organization in Czechoslovakia. By controlling the products from the sketches to the processing by small home workmen and cutters, the Westlake company will produce its many bottle novelties under its own careful supervision.

#### Mutch Heads Soda Flavors Association

Samuel W. Mutch of Philadelphia was elected president of the National Manufacturers of Soda Water Flavors at the recent annual meeting. Clarke E. Davis was named vice-president, W. H. Gast, treasurer and John S. Hall, secretary. The meeting was devoted principally to a discussion of legislative problems.

#### Pharmacopoeia to Have Annual Supplement

Work is being started on the first of the planned annual supplements to the U. S. Phar-

macopoeia, which will appear about January 1. Included for study are a fairly long list of items on which questions have been raised since the publication of U.S.P. XI. The only items thus far of direct interest to cosmetic manufacturers are olive oil where importers indicate that the requirement of crystalline particles at 10 to 8 C. will not apply to all pure oils; and *Unguentum Aquae Rosae*, where it has been stated that storage requirement for collapsible tubes is impracticable.

#### Schoenith to Occupy New Plant

The new plant of the J. Schoenith Co., manufacturer of candles and cosmetics in Charlotte, N. C., will be ready for occupancy about December 1. It will have at least 70,000 square feet of floor space and consolidate the activities of the company, now carried on in two plants in the city.

#### Elizabeth Arden Entertains at Tea

A very instructive and interesting demonstration was given by Elizabeth Arden at a tea late last month, in which was emphasized the importance of figure, posture and hair, in addition to correct make-up for the well-groomed woman. The guest artist was M. Guillaume, prominent stylist of Paris, who displayed four coiffures which he had designed, inspired by the coming coronation. Society mannequins featured Miss Arden's latest makeup preparations suitable for the popular fashion colors, which proved that a woman can choose her clothes in many tones provided she uses the proper cosmetics. By means of shadowgraphs, various posture faults were pointed out, and Aldo Nadi, Miss Arden's fencing instructor, explained the value of fencing as exercise.

#### Lentheric to Take Salesmen to Europe

All salesmen of Lentheric, Inc., New York, who reach their sales quotas for the year will be the company's guests on a three weeks' trip to Europe at the end of the year. The party, under the direction of W. D. Canaday, vice-president in charge of sales, will leave on the *Normandie*, the day after Christmas and return on the *Paris*, January 13. A sales convention will be held en route and a general conference with the members of the company's Paris staff while in that city.

#### Pepsodent Patents on Sulfated Alcohols

The Pepsodent Co., Chicago, has secured a patent on the use of sulfated higher alcohols in dentifrices and will feature the new materials in an extensive advertising campaign. The company believes these products highly efficient in dentifrices where they largely replace neutral soap as a foaming and detergent agent.

#### Velvetina, Inc., In New Quarters

Velvetina Co., Inc., 9th and Douglas Sts., Omaha, Neb., manufacturers of general line of cosmetics, is comfortably settled in its new and larger quarters. Gradual increase of business was given by Robert M. Ely, manager, as the reason for moving from 1408 Howard St.



1. E. Barton, F. C. Wilckens, G. Beeman, J. H. Helfrich. 2. A. R. Vicary, J. M. Wolff, G. Carlisle, H. Shotwell. 3. C. E. Jamieson, G. Snider, W. Elliott, W. I. MacDonald. 4. E. Van Allsburg, R. Clarke, B. Roberts, G. Buck. 5. E. Tysdal, T. Jones, H. Monroe, A. Broderson.

The annual Field Day of the Allied Drug and Cosmetic Association was again held at Meadowbrook Golf and Country Club, September 23. The winners of the cups are: G. Carlisle, match play; William Solonicker, low net; and Wilbur Elliott, low gross. Among the out of town friends present were: J. H. Helfrich, F. Wilckens of Helfrich Laboratories and E. Barton of Compagnie Parento, Ltd., Toronto.



## Hairdressers Exposition Held in New York

The annual Official Show and Convention of the New York State Cosmetologists' Association was held in the Hotel Pennsylvania, New York, the week of October 19. A large attendance viewed the exhibits and listened to a very instructive program of demonstrations and lectures. Among those exhibiting were: Blue Bird, Inc., Boyer International Laboratories, Clairol, Inc., Conti Products, Conturé, Frederics, Inc., F. W. Fitch Co., Hyman & Hyman, Nestle LeMur Co., Parfums L'Orlé, Revlon Nail Polish Co., Rapidol Distributing Corp., X-Bazin, and Y-Age Cosmetics, Inc.

## Action on State Tax Proposals

At the general election on November 3, voters in the state of Washington turned down the referendum proposal that a tax be placed on cosmetics and toilet preparations. The tax was supposed to finance relief plans of the state. The Arizona Legislature has been called into special session on November 15. On the agenda for the session, the governor has placed a proposal for the repeal of the stamp tax on cosmetics and toilet preparations. This tax has been the source of complaints from both retailers and consumers in the state since its passage.

## Marcus Organizes Cosmetic Club, Inc.

C. Lionel Marcus, formerly president of the Lionel Trading Co., and later connected with Parfums Corday, Inc., has established the Cosmetic Club, Inc., which will sponsor a complete line of cosmetics. Offices have been taken at 95 Madison Ave., New York.

## Weco Soap in New Quarters

The Weco Soap Co., Boston headquarters for J. Eavenson & Sons of Camden, N. J., recently moved to 2 Portland St. The previous address was 105-107 Canal St. William Engleman is New England representative for this soap concern, selling at both wholesale and retail.

## Reorganization of Soap Products, Ltd.

Soap Products, Ltd., New York, owner of the patents on the "Latherizer" and maker of "Actoglan" cosmetics, has completed its reorgani-

zation. The company is now under the management of the following officers: Chairman of the board, John T. Manson; president, L. E. Swinebroad; secretary and treasurer, L. H. Arnett. Mr. Swinebroad is also general manager and he has announced the appointment of W. A. Root as sales manager and H. H. Hubble as plant superintendent and chemist. Plant and laboratories remain at 15 Laight St., while executive offices are located at 17 East 42nd St.

## Drannon Here on Flying Visit

Roy E. Drannon, general manager of Elsa Kramer cosmetics, Los Angeles, made a round trip flight to New York late in October to consult with leading package designers and supply houses regarding the repackaging of his line. Mr. Drannon has been active in cosmetic circles in the Middle West and on the Coast for the last ten years and is now planning Eastern distribution for the Elsa Kramer line, which is expected to be on the market in principal Eastern cities during the holidays.

## Mahran Purchases Pickwick Cosmetics

Charles J. Mahran, sales manager of Pickwick Cosmetics Corp., New York, has purchased the plant formulas and other assets of the company from Charles Pearsall. Mr. Pearsall will retire from the cosmetic business devoting himself to other lines of business. The company will continue manufacture of the "Diplomat" men's line and expand its production of other lines as well.

## London Hair and Beauty Fair

The 1936 Hair and Beauty Fair was held at Olympia, London, recently. This fair, which is held every two years, is the largest and most representative exhibition of beauty products held in Great Britain, and, although some prominent firms were missing this year, the fair was one of very great interest. The official hostess was Miss Jane Cain, known throughout the British Isles as "The Girl With the Golden Voice." Exhibits at this fair are not restricted to British products, and a number emanating from America were to be seen, among which the following may be mentioned: "Charles of the Ritz" beauty preparations, shown by Beauty Proprietaries, Ltd.; "Vaseline" brand



Exhibits at London Hair and Beauty Fair

products, including the new hair tonic and soapless shampoo, shown by The Chesebrough Manufacturing Co. (Cons.); "Tattoo" products; and the coconut oil shampoos, etc., manufactured by the R. L. Watkins Co., shown by Fassett & Johnson, Ltd.; Louis Philippe lipsticks, and "Cutex" nail enamels, shown by J. C. Gambles & Co., Ltd.; and "Glazo" nail enamels, shown by Glazo, Ltd.

Soapless shampoos were much in evidence, and would certainly seem to have almost completely replaced the old-fashioned soap-containing shampoos in public favor in Great Britain. Manicure preparations were also well to the fore. Great interest was displayed in the fact that the new "Cutex" and "Glazo" enamels do not evaporate to a sticky mess if the bottle is left unopened for a few days. The new "rust" shades specially designed to wear with a suntan make-up also attracted much attention, as their sphere of utility is actually wider than that originally envisaged. On the other

(Continued on Page 78)

Additional News of the Industry will be  
Found on Pages 78, 79 and 80.

# IMPROVING PRODUCTION

By RALPH H. AUCH, A. B., Ch. E.

## SPECIALLY DENATURED vs. NON BEVERAGE ALCOHOL

For the small manufacturer using alcohol solely in high grade perfumes, the use of specially denatured alcohols appears unwise. On top of the red tape and restrictions on those authorized specially denatured alcohols, namely, 39-B, 39-C and 40, is the fact that they adversely affect good perfumes.

Analyzing the cost. Non-beverage alcohol, which is available to all, costs the base price of the alcohol plus tax, while the specially denatured alcohol costs the base price plus the cost of denaturants. The non-beverage costs about \$3.75 per gallon more. Taking round figures for simplicity and using 1-lb. of perfume compound per gallon, the added alcohol cost per finished gallon of perfume becomes about \$3.12 per gallon, 21½c. per ounce or 0.3c. per dram.

Putting it another way, using \$24.00 per pound compounds, good alcohol adds 13 per cent; using \$32.00 oil, 10 per cent; using \$48.00 oil, 6½ per cent and \$60.00 oil 5¼ per cent to the cost of the finished perfume. It appears to be money well spent.

## LABELING

A capable production man commented on this writer's article on "Closing, Labeling and Cartoning" that appeared in the August issue of this journal. His criticism was so constructive that it is passed along.

The statement was made on page 73: "It is also well to have different size drive pulleys and lengths of belt (for the labeler) then the maximum speed for any given container can be attained." This man's comment was: "The idea is good because it is true that different sizes and shapes of containers can be handled at different speeds and one should strive for maximum production always."

"However, your method is not the best one because it costs money in

change-over labor and delay. A V-belt and variable speed motor does the job equally well and there is no delay or expense for change-overs." He is quite right for the initial expense is not prohibitive. The trouble was this writer used the trick years before variable speed motors were at all common. Then, too, he always associates variable speed motors with sizable installations and not with fractional horsepower motors as are required to drive labelers.

And one parting remark. In England there is available a clever little bench model of the hand-fed labeler—the type under discussion. It looks interesting especially for small containers, such as corn remedy, manicure specialties and containers generally of one ounce or less capacity.

## USEFUL FATTY ACIDS

Various fatty acids, including coconut, castor, palm and olive of excellent color and odor are now available. The cosmetic manufacturer should find a multitude of uses for these materials.

By way of a few examples: it is difficult to saponify the last traces of oil in the manufacture of shampoos. An excess of potash lye or mixed potash and soda lyes can be deliberately added to insure complete saponification of the oil or oils in the batch. When the reaction has gone to completion, coconut and/or olive fatty acid equivalent to the excess lye may be added. Since it is a contact reaction between the fatty acid and lye, a neutral or slightly alkaline product can be made as desired entirely free from free oil.

To develop a sheen in stearic acid creams, such as the vanishing and brushless shave type, a little oleic acid has long been employed. Coconut fatty acid will do the same job in most formulations and while it does have a slight characteristic odor, it is not as

difficult to cover as the finest oleic and it remains "sweet" indefinitely.

Much of the labor involved in making shaving cream can be eliminated by using the coconut and/or olive fatty acids in amounts equivalent to the corresponding oils in the formula. The procedure is quite simple. Melt half the stearic acid and all of the straight or mixed fatty acid. Add the glycerin to the warmed alkaline solution and run the latter into the former with agitation. Then run in the remaining melted stearic acid. This insures that the excess acid present is stearic.

Due to the price differential between the oil and corresponding fatty acid, this procedure will not appeal to the large manufacturer who is equipped to make shaving cream "from the ground up." However, if he takes pains to maintain a definite excess fatty acid figure in his finished product the use of coconut fatty acid for final adjustment will prove a money saving convenience.

## LABORATORY REAGENTS vs. TECHNICAL CHEMICALS

The laboratory, in its development work, is prone to use laboratory reagents. This is true particularly if any ingredient is not regularly stocked in commercial quantities for use in some other manufactured specialty. When the work is completed and the formula is put on a production basis, materials must be used which are available at reasonable prices and in unlimited quantities.

Only too frequently these differ materially from the laboratory reagents used in the experimental work. The result is that the laboratory products are not duplicated or reproduced commercially. Difficulties in consistency, appearance, clarity, shade or what-not develop which require much time and ingenuity to whip. The obvious remedy in all research is to use commercially available materials from reliable sources of supply from the very start.

# Liquid Powders and Wet Whites

**HENRY LEE-CHARLTON** describes the ingredients and formulation of these interesting and popular cosmetics.

**NOW** that increasing interest is everywhere being manifested in film and theatrical make-up the progressive manufacturer could do a great deal worse than focus his attention upon the production and marketing of liquid powders and wet whites. After all, wet white (known also as *Blanche de Perle* and *French white*) still remains one of the best specialized sellers to the theatrical profession; while liquid powder—by no means so restricted in its potentialities—finds a progressively wider market each year, as an excellent cosmetic for evening wear, not so much for use on milady's face as for the rest of her exposed anatomy, such as the neck, back, elbows and arms.

This latter is an important point to remember, for any attempt to "boost" liquid powder as a complete substitute for ordinary face powder is virtually doomed at the outset. It should, of course, be accorded publicity as an entirely independent beauty aid. Experience, moreover, has already proven its popularity, especially in cases where it has been included as a regular item in a liquid cosmetic range, comprising liquid, cleanser, skin food, foundation cream, etc. Quite apart from this, liquid powder is a product that can quite easily be added to almost any existing range of cosmetics, whether in cream or lotion form.

## Liquid Powders

In regard to the similarity of constitution between liquid powders and wet whites rather more than the usual number of misstatements have from time to time been made. Actually, the chief difference between an ordinary wet white and a good quality liquid powder is that the former more frequently contains appreciable quantities of zinc oxide, correspondingly

less of other potential raw materials, and is at the same time more heavily glycerinated and loaded up with pigment. However, we will return to this later.

For the time being, let us confine ourselves to a closer examination of liquid powders. These consist essentially of not more than 10 per cent of glycerin in aqueous solution, the inert materials of powder base comprising about one-fifth by weight of the total.

The obvious ideal to aim at, so far as the basic materials are concerned, is a combination that will remain in suspension for as long a period as possible after shaking. For this reason a *really* colloidal kaolin is practically a perfect ingredient. Corn or rice starch is also a desirable additive in this respect, tending as it does to keep the heavier ingredients in prolonged suspension. Glycerin and its various substitutes, and certain of the newer American and Continental solvents, are obviously of utility in this connection, as they, too, tend to improve the suspension, by means of increasing the viscosity of the aqueous solution.

Table I (see page 62) is intended

to serve as a practical guide to compounding. It should not be regarded as providing perfectly finished formulae, for these latter will always depend upon the grade of raw materials used, the views of the manufacturer, and similar extraneous considerations. However, information expressed in tabular form is frequently much easier to see at a glance than similar details set down in unbroken paragraphs.

From this table, a fair idea of the principal raw materials may be gained. In the United Kingdom and on the Continent little use is made of such products as bismuth subnitrate, bismuth carbonate or lithopone. The bismuth salts are still employed, however, in wet whites for the theatre. Sometimes traces of stearates (principally magnesium) are incorporated, in order to improve adhesion, but these are not strictly essential. Tincture of benzoin in small quantity is an aid to suspension and improves the appearance of homogeneity, at the same time exerting a mildly astringent effect. A novel suggestion that the present writer has found quite helpful consists of adding a tiny proportion of quince seed



A Trio of Popular Liquid Powders

mucilage to the aqueous part of the product, thus imparting a pleasantly smooth feeling to the skin. Obviously, this is a practice that should not be overdone; but delicately handled it really can give interesting results.

It is, above all, essential, when compounding liquid powders, to get the right grade of raw material, i.e., that which stands up in suspension for as long a period as possible. The present writer, for example, has tried one colloidal kaolin after another until at last he has been lucky enough to hit upon one that has really remarkable properties in this respect. Therefore it amply repays the manufacturer, in the long run, to get as many samples as possible, from as wide a variety of sources, if he really aims at getting the most satisfactory and saleable results.

### Grayness in Powder Base

Complaints regarding grayness in the powder base, after the liquid powder has been left exposed to bright light, may in the vast majority of cases be traced to the indiscriminate use of zinc oxide. This material is readily reduced to metallic zinc, under the influence of light, a factor that readily accounts for the unpleasant grayness that can be observed in so many liquid powders, sun-tan lotions, calamine lotions, etc. For this reason, it is better to employ titanium dioxide in place of zinc oxide, in the best grades of liquid powder, a typical substitution being to replace 10 parts of zinc oxide with a mixture of, say, 6 parts of titanium dioxide and 4 of colloidal kaolin.

Alcohol is frequently employed in proportions varying from 5 to 10 per cent in liquid powders, in order to facilitate rapid drying. This is quite a useful practice, although it naturally does not tend to help the suspension. If no alcohol is used, aromatic waters such as rose water or peppermint water may be employed in part replacement of the distilled water. Heavily perfumed products are not required, in any case.

Liquid powders are often sold as just plain white products, but coloring, where necessary, is carried out with the aid of suitable pigments, such as yellow ochre, sienna, Armenian bole, etc. Formerly it was considered good practice to dye the supernatant liquid to match the powder base, with the aid of a harmless water-soluble dyestuff. This cus-

**TABLE I. Formulation of Liquid Powders**

	1. Standard type	2. With chalk	3. Quick drying	4. Extra smooth
Starch, rice or corn	...	...	5	5
Colloidal kaolin	10	10	10	15
Precipitated chalk	...	5	5	...
Zinc oxide	16	10	...	...
Titanium dioxide	...	...	5	5
Glycerin	8	5	10	7
Alcohol	10	7	9	10
Perfume compound	1	1	1	1
Tincture Benzoin	...	...	5	...
Quince seed mucilage	...	...	...	3
Distilled water	105	112	100	104

tom, however, is not nowadays nearly so popular as it was, most manufacturers preferring to leave the aqueous solution uncoloured.

### Wet White

Wet white is rather simpler in constitution than liquid powder, but, on the other hand, it should be remembered that a high standard of quality is usually demanded by the theatrically-minded purchaser.

Zinc oxide is here the basic ingredient, a characteristic that is readily accounted for when one appreciates the rapid sale of such specialized lines and the fact that they rarely get a chance of being exposed to light for long periods in store windows. The use of titanium dioxide for wet white manufacture is, nevertheless, rather on the increase.

A typical wet white, ready for sale, may be very simply compounded by adding 4 oz. of zinc oxide to 6 oz. of ordinary glycerin and rosewater, a trace of yellow or red ochre being used for tinting purposes, as and when desired.

As previously stated, bismuth subnitrate and bismuth carbonate are sometimes incorporated in wet whites, although the present writer favors zinc oxide, titanium dioxide, starch and best quality white colloidal kaolin for the purpose. These ingredients form anything from a quarter to two-fifths of the total weight of ingredients—the formulae quoted in the existing literature erring, in my opinion, rather on the thin side, for theatrical use.

### Application of Powder Base

The powder base, when shaken up well with the glycerin and water solution, is smoothed uniformly into the skin and allowed to dry. It is essentially an item of make-up, of course, as opposed to the common or garden beauty aid, and

should therefore be thoroughly removed from the skin as soon as may be convenient.

Wet white is also of service for beauty parlor use, as an aid in treatments that call for the temporary masking of wrinkles by the judicious filling up of small crevices in worn and roughened skin.

### Antipyrin Preparations

A note about antipyrin preparations is of some interest in this connection. These were the forerunners of the modern liquid powder, and consisted very largely of from 20 to 30 per cent of antipyrin (or phenazone), dissolved in a weak solution of alcohol in water. This was marketed as a liquid powder for evening use, in consequence of the peach-bloom effect imparted to the skin by the antipyrin, after the evaporation of the liquid. Cerbelaud characterizes the use of this substance as "dangerous," however, while Poucher comments on its incompatibility with various acids, alkalies, alum, and other chemical bodies. In my opinion, antipyrin and its somewhat similar comparison, acetanilide, are both far more suitable for use in such preparations as anti-shine lotions than for the widespread application to the epidermis that is associated with the use of liquid powders.

The method of production for liquid powders and wet whites is really quite simple. Ingredients in powder form are intimately mixed and sifted together, made into a paste with the glycerin and water, and then preferably passed through fine muslin before the filling operation. The use of an homogeniser may be strongly recommended for large-scale production, as this helps to keep the powders homogeneously distributed throughout the liquid, right up to the moment of filling. Standardization is thus readily ensured.



## THE AMERICAN PERFUMER

S. L. MAYHAM, *Editor*

MARY L. GOODMAN, *Assistant Editor.*

FELIX J. BELAIR, JR., *Washington Bureau.*



### Mr. Patman Makes Some More Proposals

The text of the proposed new Patman bill which would prevent manufacturers from mak-

ing retail sales either directly or through "affiliates" is at hand, and from it, one may gather that Mr. Patman is out to make it as tough as possible for anyone to compete in the retail trade with the individually owned store. The salient part of his bill will read: "It shall be unlawful for any manufacturer or any affiliate of such manufacturer to directly or indirectly transport or cause to be transported in commerce any article or material produced by such manufacturer for sale or distribution at retail by such manufacturer or by an affiliate of such manufacturer."

"Affiliate" is defined: "A person shall be deemed to be an affiliate of a manufacturer if such person controls or is controlled by, or is under common control with, such manufacturer." Control is defined to all intents and purposes as any direct or indirect power or influence, arising in any manner whatever, which can be used to affect policies and conduct. This would include contracts, leases, agency arrangements, indebtedness, etc., etc.

This surely is "one for the book." What it would do to methods of distribution of toilet preparations would make the present Robinson-Patman Act look as simple and innocuous as the alphabet. The industry could laugh at this if it were not for the fact that Mr. Patman has shown a very considerable ability at getting his pet measures enacted. Direct sellers, consignors, in fact, everyone in this business will do well to study this bill. It would be just too bad if it should be passed.

We hope no one will be unduly alarmed by this silly proposal, but at the same time, it should not be ignored. The bill probably can be beaten or so modified as to be harmless, but it is not too early to start thinking about it and working on it.

### Trade Practices and The "Standards Bureau"

It would have done no harm had the Toilet Goods Association been a little more prompt in setting up the "Bureau of Standards" voted at the last convention. It is easy to understand why definite action on this has been delayed. The industry and its association have been busy with more usual and apparently more pressing work, and this has been complicated by the furore occasioned by the Robinson-Patman Act.

Nevertheless, action on advertising and other matters which the new Bureau would work upon would have been an advantage before the coming Trade Practice Conference. The industry would be in a position to present a better face to the Trade Commission at the Conference, if the new committee were actually functioning.

During the last few weeks the Trade Commission has been actively checking up on trade practices in the industry. It is believed that this is for the purpose of testing sentiment on the rules proposed for the Conference and not for purposes of future complaints and orders. It has, according to reports, found much to be remedied, not all of which is covered by the proposed rules. On this account, if for no other reason, we urge the association to proceed as promptly as possible with plans for its "Standards Bureau." This will be a very useful instrument in the important trade practice work to arise out of the coming Conference.

### Changing Attitudes on Food and Drugs

Senator Copeland has made what amounts to an abrupt right turn on his new bill if the recent meetings with interested trades in New York mean what they appear to mean. This was to be expected for the Senator is a keen politician, as we have remarked before. Mr. Campbell, judging from his statements at these meetings is also turning a bit, but in just what direction no one at the moment can say. He did seem more reasonable than he has been many times in the past, which is excellent news for those who hope to see a new law passed. He was quite justifiably annoyed at the Senator's early statement that the Department would not be consulted in drafting the new bill, but even that annoyance seems to have passed. The official attitude, accordingly, carries good omen for the success of a bill at the coming session of Congress.

Somewhat more surprising is the attitude of the Proprietary Association as expressed by its able president and its strong counsel. This group has never impressed us greatly with its professions of eagerness to have a new bill passed, nor its protestations of deep affection for the Department and the consumer interest. But it really appears that there has been an about face in its former attitude and that this time it will use its marked legislative skill and political deftness in the interest of Senator Copeland's new measure.

The only group whose position has not changed, having been eminently correct last year and the year before, is the Toilet Goods Association, representing the cosmetic industry. It is gratifying to the industry and its association to find that others interested in the measure are adopting new points of view which may lead to early enactment of a needed measure of reform.





# Move Over, Goliath!

by DONALD S. COWLING

**In which the author shows that the large manufacturer is not the only one to benefit from the Robinson-Patman Act.**

FOR years there has been much bellowing in the high-ways about ethical merchandising, and the desirability of a state where every tub would stand on its own bottom and lines of merchandise would sell solely on demand. Well, the opportunity for such a state is here. The reluctant hobo has suddenly run smack upon the work he was afraid he'd find, and what are we going to do about it?

The first reaction of the small manufacturer to the Robinson-Patman Bill is a trickle of ice water down his bare back. All very well for the big boys, says he of the one kettle and the hand filling apparatus, but Lord, what about me? Where am I going to get the money for huge national advertising campaigns; for expensive designers to design for me crystal bottles to be made (at my expense) from individual molds in (Lord, help us) hundred gross lots; for exquisite packages in rare materials (again, high Heaven have mercy) in runs of ten thousand; in short, materials with which to create a consumer demand that will not only get my merchandise a prominent position in the stores I want to sell, but will move it off the dealers' shelves?

There was once a hunter who had

such an old blunderbuss of a duck gun that the day he went fox hunting and cracked down on Reynard, he not only blasted the game he was after but blew half the pursuing pack into the middle of the next county. The fox was a nuisance, and deserved to be destroyed, but what of Tige and Belle and good old Rover who were plugging along doing the best they could and only chasing the fox because that was the purpose for which they were in the woods at all? They could have been trained to chase other game. Probably they'd have been glad to, in their puppy days at least. They'd gladly run down any trail that would lead to an order—

But we're carrying the metaphor far enough. Could any one accuse the advertising agencies of the nation of being in cahoots with national publications to lobby the Robinson-Patman Bill through the proper legislative channels to permit it to spring full panoplied from the head of Roosevelt? For if every provision of the bill is strictly and literally carried out we're going to need advertising, yea, much advertising, and advertising of an infinitely higher caliber than much of that to which we have in the past paid tribute with nose pinched delicately between thumb and forefinger. We (the editorial we) don't know much about the cigarette industry, but we're willing to venture a modest wager that demonstrators and P.M.'s. are not largely considered in that apparently prosperous field when plans for sales campaigns

are forward. Appropriations for display space, for windows, for counter may be something else again (understand, we're still guessing) but when the subject of advertising is broached, brother, do the directors sit up and take notice! What would happen to the cigarette business if a Federal edict should suddenly prohibit advertising? Would the demand continue in unaltered proportion? Would—

But we've enough to worry about in our own industry. If the advertising industry didn't sponsor the Robinson-Patman Bill, was such propulsion offered by the bottle designers, the box designers, the label designers, and all the sundry overalled gentry who transmute into crystal and pasteboard and metal the fancies of these artistic dreamers? With demonstrators, P.M.'s., and display subsidies on the prohibited list, who stands to benefit most from the urgent need of toilet goods manufacturers for ideas and material with which to move merchandise from the dealers' shelves?

It would seem too, that there will have to be a fine distinction drawn between manufacturers and retailers. Will the rules applying to toilet goods manufacturers cease to function when the manufacturer is actually a retailer? On the face of it, the measure seems to offer encouragement to those retailers who sponsor their own lines. If we are to interpret the bill as permitting certain practices when the opportunity for those practices is made available

to all retailers, a department store manufacturing, or having manufactured under its own label a treatment line to be featured in its own toilet goods department can give its competitors carte blanche to come in and order whatever they want of that line with the comfortable assurance that nobody will avail themselves of the invitation. Of course, some low fellow may see in such an invitation an opportunity to put on a grand cut price sale and gouge the department store sponsoring the line where it hurts the most. But we question whether any line built specifically for an individual outlet is sufficiently important even in its own community to intrigue such gyps, at least, under present competitive conditions. But with all the multifarious inducements now offered a department store by general manufacturers under a Federal ban, it seems as though every department store which has been enjoying such lagniappe will open up in earnest on its own line.

#### Capitalizing on Store Name

If I, as a retailer, can no longer procure from you a girl in my department to sell your merchandise, a P.M. to all the other girls in the department, and an extra per cent off all invoices for space on my counters and in my windows, what Federal statute will prohibit my offering it to myself? I'm not kidding myself in so doing. My name, as the leading department store in the community, means something to my clientele. I haven't, perhaps, made the most earnest effort to cash in on it in the past, since manufacturers with huge advertising campaigns and effective national merchandising have made such profitable offers for representation in my department that I haven't found it necessary, or even desirable, to give the effort and space to building up my own line. But with those generous offers withdrawn, leaving me no particular interest in any line, what more natural than that I should think seriously of devoting such merchandising power as I have to the advancement of the line which offers me most inducement—my own?

True, I have a number of lines in my department on which large sums are spent annually for advertising, but why should I pay much attention to them when my competitors are also carrying them and everybody is getting the same discount? I make 40c. on the sale

of a box of nationally advertised face powder and 70c. on a box of my own. Since every girl in my department is now paid by the store, I can instruct them to sell anything I want them to, and I'm going to want them to sell the merchandise on which we make the most money. So far as I can see that's the line on which we make 70c. instead of 40c.—our own. And, therefore, our own line will get the play in my department.

Now almost any student of merchandising can shoot such reasoning full of holes, but the sad fact remains that many buyers in this great land of ours are anything but students of merchandising. If you've ever carried a grip up and down the highways and by-ways in any territory in the United States, you are acquainted with not a few buyers who will talk to your salesman in just such a manner. Have you the resources to make the demand for your line so overwhelming, that in spite of his wish, such a buyer will be obliged to sell your line in preference to his own?

Nobody but the store itself has ever taken seriously the line sponsored by any store. But with the tightening of strictures on inducements offered by general manufacturers, the possibilities of such promotion will look rosier than ever, and much time and effort will be wasted in vain attempts to neglect standard lines in favor of the home grown products.

#### Threat of Standardization

Which brings us back to our starting point—Is the Robinson-Patman Bill a step in the direction of standardization of the toilet goods industry, as standardization is interpreted in the automobile industry?

Not much more than twenty or twenty-five years ago there were something like six hundred different manufacturers of automobiles. Today, if you don't like a General Motors product you can call up Mr. Chrysler, and if you don't like a Chrysler product you can help yourself to the mustard. We believe we can almost see, today, looming on the toilet goods horizon the General Motors and the Chrysler products of the toilet goods industry.

So how about us little fellows? Are we to become a sweet and fragrant memory, or are we going to get out and hustle up a plan of merchandising our products that will enable us to continue to hold up our brave little heads

in company with the giants who, all unheeding, threaten to overwhelm us? It's a good game, this toilet goods business. It's built on ideas and feminine fancy, and any business so founded is susceptible of success in many ways the iron and steel automobile industry wots not of. Robinson-Patman Bill, Wagner Bill, Jones, Smith, Brown Bill—let 'em all come. We have the best chance now we ever had to go full ahead with ethical, legitimate merchandising.

The big fellow has the advantage, of course, but in what industry since the world began hasn't that been the case? By the very fact of his small stature, the little fellow among manufacturers can get close to his trade. He can personalize his business in a manner that the big fellow with the many individuals comprising his contacts with the trade can not hope to match. And say what you will, personalities always have, and always will be a big factor in business.

I wish I had a campaign planned and the money appropriated for full pages in every important magazine in the country. I wish I had Norman Bel Geddes and Bernard Boutet de Monvel and Ivy Lee on my staff. But I haven't. I have only myself and a half dozen others who can Bel Geddes and de Monvel for our company. But we're not so bad. Now that the opportunity for the state of clean merchandising that we've been longing for has arrived we'll have the chance to show just how good we are. And I think we'll prove to be good enough.

#### FOREIGN OPPORTUNITIES

Under this heading are presented opportunities for the sale of toilet preparations, perfumes, flavors, soaps and other preparations in foreign countries. Complete information will be furnished gladly to manufacturers of finished products interested in any of these opportunities.

1. *Norway.* A company in Oslo with its own line wishes to represent a line of American toilet preparations.

2. *Uruguay.* Representative in Montevideo wants lines of finished preparations.

3. *Ceylon.* Firm in Colombo wants lines of toilet preparations for sale there and in India.

4. *Austria.* A company with organization and warehouse in Vienna would like to represent toilet preparations houses.

# the PENDULUM

by Edna Colladay Pierce

Style Trends



THIS winter will be fraught with glamour for the feminine sex, more sparkling and romantic as to costumes, make-up coiffures, than any season for many a moon. Satin, lamé, fringe, velvet, broadcloth, taffeta, duvetyne, lace, tulle, silk jersey, brocade, silk crepe, Italian silk damask, all these contribute their regal enchantment to formal and informal evenings.

Long, very long, voluminous skirts, flounces, extremely low décolletage; Castillian reds, Mediterranean blues, black with color accents; feathered and jewelled head-dresses; evening coats embroidered in gold and silver; Edwardian fullness; sweeping trains; full-length wraps—these are some of the elements that will enhance the beauty of women this winter.

Not only will make-up receive an impetus such as its never had before, but with bared shoulders, backs, arms, throats, especially in evidence, manufacturers of preparations which impart added loveliness to these curved and exposed surfaces, will do a big business this year. Be prepared for it!

Because veils have assumed such significance, they are worn not only with daytime hats, but bandeaux for evening flutter cobweb lace veils, falling well below the tip of the nose. Lanvin and Vionnet, along with other French designers, have created another intriguing veil idea. A coif which outlines the face, then drops to form a cape; a modern version of the Spanish mantilla,

tied like a Victorian hood, part of the lovely lace cape of a lamé evening frock.

Through the fine meshes of veils, real or simulated, will flash sparkling eyes, challenging or alluring—ah, feminine eyes will be entrancing at night! What an opportunity is thus presented, through this style trend, to manufacturers of eye-make-up! What a theme for advertising these products; for promotions in progressive stores; for direct tie-up with window display along with the costumes that deliberately, though subtly lay emphasis upon the eyes.

Another and highly important feature of the glamorous evening pageant will be hair. More hair-brushes should be sold this season than ever before, for nothing helps to attain and keep hair so beautiful as consistent brushing. Spot-light your hair preparations with a note like this—"Is Your Hair as Glamorous as Your Costume?" and your brushes with "Beautiful Hair is Healthy Hair," following through with style information which tells the consumer that this season, as never before, will hair be as important as the face; the frame must be as perfect as the picture, to harmonize, to enhance the tout ensemble.

Furs and jewels have never been used here in America in such profusion as they will be this winter. Remember that furs soften the contour of the face, lending exotic illusion to the skin, while jewels have exactly the opposite effect, calling for sophisticated distinction and individual smartness; good grooming down to the last minute detail. Thus make-up, the *right* make-up for each type and contour of face is of supreme importance. Do *your* share in educational work in this direction, for as go the trends which style leaders espouse, so goes the rest of the country, and these constitute by far the large majority of your customers, whether your merchandise is priced in high or medium brackets.

Perfumes, this department notes, have developed in the direction we pre-



A beautiful show case display of fall flowers, featuring a well known line in J. W. Robinson's, Los Angeles



dicted some time ago, at least in one particular, so far. The oriental, spicy odors bear a direct relationship to period costuming, and such fragrances as "Kobako" (meaning in Chinese—Beautiful Perfume Container), "Shanghai"—though we would have picked a more euphonious and subtle name for it if we'd been doing it—and a number of other new perfumes, all have utterly haunting notes that are arresting and bizarre, yet harmonious with the unusual costumes now in vogue.

A novel idea which a mid-Western woman manufacturer has evolved, is that of creating *only* white flower perfumes. These are "White Russian Violet," "Camilla," "White Carnation," and "White Tobacco Flower." This ties in with the swing toward white moire, the new white jersey with satin finish, the crush-resistant white velvet with the suede-like surface, these last two used by Molyneux. It *would* take a woman to think of *that*, wouldn't it?

As to florals—well, there are real flower bracelets, and there are flower muffs to match the cluster twined into the hair. The muffs take the form of white violets or lilacs nestled into a bed of green leaves, worked into diminutive barrel shapes that slip over hand and wrist. Can you imagine any more charming accessory to accompany a feminine evening frock? And, of course, flowers are used and will continue to be used as trimming on evening gowns of all the softer fabrics.

Perfumers take note! Why don't some of you sponsor the novelty bracelet from which dangles a perfume ball, one or more, as Milady prefers; necklaces and earrings, all with perfume balls, the whole set to match in costume jewelry of gold or silver, to harmonize with the several influences which combine to style this high-lighted accessory this winter season? Think about this in connection with the almost unprecedented reign jewelry is going to have this season, and see if some method of popularizing your own odors does not occur to you.

Cigarette cases containing a bottle of perfume—of course, *this* idea *was* thought of and carried out by a clever woman manufacturer—purses, a trio to fit in any hand-bag, a departure from the usual purse-flacon, could be worked out by some one of you, and women would bless you for it, and buy it, too.

Surely, there are ideas galore which may be turned into needed or desired accessories for women in this coming



*One famous furrier has created this smart and beautiful little bag of flat fur, lined with suede, in which is carried a locked and convenient atomizer, to spray any one of the several perfumes sponsored by the same firm*

winter of unexpected events and things, any of which would add profit and prestige to the manufacturers who have vision and ingenuity enough to work them out. Don't forget this is the season to trade *up* in this year of the swing from a *price* to a *quality* market!

## *Selling Hints*

**HOLIDAY** merchandise fills the mental horizon of the shopping minded women who throng the streets and the stores, and the manufacturers who will reap the greatest harvest will be those who remembered, in time that—

1—Packages, exteriorly, should attract the eye, *and* be in keeping with the holiday spirit.

2—While this is a season of opulence as to costumes, bizarre notes in shape, size, eccentricity of design, will not be acceptable for constant use *after* the holiday, even though they are gifts.

3—Convenience in use, as well as beauty of form, will do more to make and *keep* customers, than novelty of design, brilliance of containers, or trick sets, however amusing and imaginative they may be.

4—While we're on the subject of sets, products that can be placed in

regular stock after the handsome gift boxes have had their day will do a lot more toward keeping a buyer in a happy frame of mind than those which are designed with only the holiday aspect apparent, and are useless afterward. They will also cause fewer headaches for the manufacturer.

Recently we've seen merchandise that splurged extravagantly as to container, while the contents did not in any sense measure up to the eye-appeal, yet the price was in the upper brackets. We saw a perfume bottle, too, that no woman could overlook, but when she had either bought it herself, or seen to it that it was bought for her, or had given it to her dearest friend or enemy for Christmas, everybody concerned would eventually be sorry, for one of the things about it that *was* eye-compelling was a very high, speared stopper, and we'd defy any woman to have it on her dressing-table and not sometime or other catch her sleeve, arm, hand in it, tip it over and knock it galley-west, ending, before she could possibly retrieve it, in a crash at her feet.

It's a pretty safe bet that the manufacturer who purchased that bottle—and, of course, it was an imported one—did *not* think beyond the beauty of it; did not consider, nor visualize the fact that he or she might come in for a mental cussing if the consumer found it either heavy, or inconvenient, or both, to use.

# Q & A

This department is devoted to answers to inquiries submitted by our readers. We invite members of the industry to avail themselves of this service. Answers will be published as rapidly as space permits. We shall be glad to reply promptly by mail to any reader who will enclose a self addressed envelope with his query.

## 80.—TAXABLE PRODUCTS

*Q. In order to settle some tax problems, kindly let us know which of the following items you consider as toilet preparations: Toilet water, smelling salts, cold cream, vanishing cream, shaving cream, brilliantine, strong peroxide, almond rose hand lotion, skin balm hand lotion, and wave lotions. Would you consider petrolatum with a large quantity of expensive essential oils, and mineral oils mixed with very expensive essential oils as perfumes? These first two items are similar to alcohol plus the same essential oils. We call them perfumes, although they have no alcohol solvent.*

*Would you consider a medicinal hair tonic in the same category as an item like "Vitalis" or Wildroot, or would you call this a medicinal preparation?—W. M. C., New York.*

A. For purposes of the tax, all of the preparations which you mention, with the possible exception of strong peroxide, are toilet preparations. Strong peroxide is also considered a toilet preparation if there is anything on the label or in the advertising which proposes that it be used as a bleaching preparation either for the skin or the hair. It seems to us that petrolatum, to which expensive essential oils are added, and which you call perfumes, would certainly be so classed under the tax. In almost every case the claim made for the product is what determines its taxability or non-taxability, and since you hold these out as perfumes, they would undoubtedly be so classed. It would probably be so classified in any event. Hair tonics in general are toilet preparations, and taxable. The fact that you make a medicinal claim for the hair tonic would not relieve you of this classification, unless you called the product

something else and made only strictly medicinal claims for it. If you claim that it can be used as a toilet preparation other than as a medicine, it is undoubtedly taxable.

## 81.—COLOR LITERATURE

*Q. I have read about the "Colour Index" in a recent issue of The American Perfumer, and am anxious to know the publisher's name. How much is it?—G. C., Illinois.*

A. Unless you are doing a lot of color work, we advise against buying the book. Not that the book has any drawbacks, for it hasn't—unless it be the price. It costs about as much as a ring-side seat at the Joe Louis fights. For the amount of color work we think you do, get a copy of Allen's *Commercial Organic Analysis, Volume VI*, from Blakiston's of Philadelphia. This includes the most important dyes mentioned in the *Colour Index*. Allen's book costs a lot less, too. If this doesn't fill the bill, write again and we'll give you the C.I. publisher's name.

## 82.—FORMULAS

*Q. Will you kindly submit formulas for the following products: vanishing cream with pearl effect, lather shaving cream, and lipstick? These formulas should be of high merit.—G. C., Brooklyn.*

A. We strongly advise you to get any lipstick you need from makers of this since you are probably not equipped with either the knowledge or machinery necessary to make a good lipstick. Most other manufacturers buy their lipstick, and the names of several good suppliers go to you by letter. The same thing applies for a lathering shaving cream. This is a ticklish job, requiring quite some equipment and

training. Again we advise you to buy this made. Names go by letter. But for vanishing cream, we can accommodate you, hoping that you have the necessary equipment to make a good finished product. Try the following formula:

Stearic acid .....	25	grams
Cetyl alcohol .....	2	"
Glycerine .....	10	"
Triethanolamine .....	1.4	"
Water qs. ....	100.0	"
Perfume qs.		

Melt the stearic acid and cetyl alcohol on a water bath, keep at 70° C. In a separate container warm the mixture of water, glycerine and triethanolamine to 80° C. Add the stearic acid mixture slowly to the water mixture with constant stirring. When the mixture seems smooth slow down the stirring, and continue to mix slowly but evenly until the mass is cool. Set aside over night, perfume the next day, and stir the product until smooth. Be careful to allow the mixture to cool evenly, or a grainy mass results.

## 83.—LOTION FORMULA

*Q. Please give me a formula for making a lotion which contains the following: gum tragacanth, vanishing cream and glycerine.—L. T. W., Ill.*

A. You are probably referring to a honey and almond type of cream, and while the ingredients you mention can be present, they are usually made a bit differently. Try the following formula:

Emulsifier* .....	2.4%
Water .....	84.5%
Glycerine .....	6.0%
Oleic acid .....	0.8%
Stearic acid .....	6.0%
Gum tragacanth .....	0.2%
Preservative .....	0.1%

(1) Soak the gum in one-third of the water, stand overnight, strain in the morning. (2) Boil emulsifier, preservative, glycerine and remainder of water, then cool mix to about 60° C. (3) Heat stearic and oleic acids to 60° and add to (2), stirring. Warm gum solution to 60° C. and add to the mixture of (2) and (3) with rapid stirring. Set aside to cool when emulsion is complete. Perfume as desired when cool, again stirring until smooth. The preservative to use here is methyl-phenoxy-benzoate. If you prefer, use a glycol in place of the glycerine. \*The name of the emulsifier goes to you by letter. This formula has been worked many times. The less the product is disturbed at temperature below 55° C., the more pearly it becomes.



# SPOTTING IN TOILET SOAPS

**PAUL I. SMITH** describes the causes of soap discoloration and indicates certain precautionary measures which should be of value to the manufacturer experiencing this difficulty.

**SPOTTING** in toilet soaps is a very serious business for the manufacturer as it means complaints, returns and loss of valuable prestige, all of which cause a good deal of trouble and cost money either directly or indirectly.

It is, unfortunately, impossible to say off-hand that the trouble arises from one definite cause, indeed, it would appear that any one of several factors might be contributory towards decomposition, and subsequent discoloration of the soap. There seems little doubt that one of these contributory factors is the low alkali content of some soaps used as a base for milling. An anonymous writer in *Seifensieder Zeitung*, 60, 1933, 473-474, gives particulars of a series of experiments carried out with the view of shedding some light on the stability of soaps. He found that if soap chips in the first few weeks after being dried showed a marked and abnormally rapid decrease in free alkali content, then the milled soap usually kept badly, and quite frequently showed some evidence of discoloration. Soap chips from the storage bins which were stable and fresh after a reasonable length of time, invariably showed on analysis that the difference between the quantity of free NaO during drying and that contained in the soap afterwards was always small, thus indicating that very little CO<sub>2</sub> absorption of alkali had taken place.

As regards the stabilizing effect of free alkali, it must be pointed out that very often perfumes and super-fatting agents, especially if the latter are saponifiable and take up the free NaO, tend to accelerate decomposition changes. It is, therefore, plainly indicated that even if kettle practice is all that could be desired, the additions of perfumes and fatty matters introduces a new hazard. Cost should not alone

be the determining factor in the choice of a perfume, or its ingredients, and it is known that some cheap aromatics, such as artificial musks, principally xylene and ambrette, contain small quantities of impurities likely to cause discolorations and spottiness. In the case of xylene musk, the presence of trinitroxylol, even a trace, is liable to induce discoloration changes, especially in white soaps.

It is always advisable to insist on high standards of purity for perfumes used for soap, and even if a low grade aromatic or essential oil serves the purpose at a reduced manufacturing cost, its use always entails a risk of after trouble from the retailer or customer. The present writer knows of a manufacturer who for some years was at a loss to account for yellow spots appearing on a medium priced white toilet soap, and it was only after checking up every single raw material used in processing that the root of the trouble was located. It turned out that the benzyl acetate used as an ingredient of the floral odour was off grade and contained small amount of chlorine, and it was the chlorine directly responsible for the spottiness.

Sometimes aromatics and essential oils pick up small traces of metallic impurities during storage, and these have been known to cause discoloration and spottiness. Aged oil of lavender develops acidity, and the weak acids often attack metal containers and pass soluble metallic salts into solution, these in their turn affect the soap by reason of catalytic action. Oil of lavender is by no means unique in its action on metal, and many esters, phenols, etc., are definitely dangerous when stored in either tin or iron drums. Naturally, greater care must be taken when perfuming white soap than colored soaps, but it often hap-

pens that in the desire to produce a low priced selling soap, the manufacturer seems disposed to take risks out of all proportion to the amount gained by using doubtful raw materials.

There is no doubt that one of the important causes of soap spotting is catalytic action due to contact of the soap with metal equipment. Thus, even if the most exquisite care is taken in the processing of soap, choice of perfume, etc., there is no guarantee that catalytic spotting will not occur as a direct result of negligence on the part of the staff, or faulty equipment. In many cases, the use of copper or brass pressing equipment and fittings, or even the use of corroded iron or steel, is the cause of a good deal of trouble, and even contact of the soap with a corroded iron washer has been known to start spottiness. Copper and iron are the dangerous metals, but no metal is definitely safe unless it is kept scrupulously clean. Experiments reported *Seifensieder Zeitung*, 1932, 59, 343-4, showed loss in metal plates 54 x 36 x 1.5 mm.

Metal	Loss due to	
	Oleic acid.	Stearic acid.
	grams	grams
Copper .....	2.335	5.806
Nickel .....	0.675	0.089
Aluminium ....	0.024	0.022
Iron .....	0.914	1.241

In the construction of metal plant there seems no reason, apart from high installation cost, why more consideration should not be given to some of the new alloys of aluminium for soap processing. Nickel plated steel and monel metal are, of course, now being used in the industry and they are proving particularly suitable.

Whilst the use of soap preservatives, such as sodium thiosulfate, do help to prevent decomposition, they quite frequently cause unsuspected trouble. It

is suspected that metallic sulfides formed when thiosulfate reacts with iron and copper, brass, etc., accelerate decomposition changes, which although not resulting in discoloration, affect the odor of the milled soap. In any case, weak acids quite frequently found in essential oils, such as artificial oil of bitter almonds (benzaldehyde), and to a certain extent patchouli oil, sandalwood oil, geranium oil (true and artificial) cause the precipitation of sulfur and discoloration of white, or delicately tinted soaps.

Another, and badly neglected aspect of this survey, is the effect of storage on the finished soap. The well packed and protected soap has the finest chance

of withstanding moisture, carbon dioxide and sulfur dioxide in the air, and in considering the reasons for spottiness, some thought must be given to the adequacy of the package, and its ability to prevent deterioration due to exposure.

A careful survey of the whole position as regards spottiness in toilet soaps shows, at least, that every phase of product must be considered, and the greatest emphasis laid on the use of high-grade raw materials, and trouble-free plant. Even then, nothing can be done with a soap which for some unknown reason possesses an inherent disposition to decompose, probably due to an abnormal glyceride content.



**Mr. Cowling, our Merchandising Editor, here presents facts and ideas of interest to the manufacturers. We may not always agree with his conclusions and perhaps you, as readers, will also have different viewpoints. A Blackboard is a place where problems are set down to be discussed and solved. Whether you agree or disagree, Mr. Cowling will always be glad to have your views or to comment on problems of your selection. Write him.—EDITOR.**

#### WHAT DO THEY BUY?

We once knew a good toilet goods salesman who got tired of carrying a sample case, and decided he'd break into the publishing business. So he made the rounds of the big publishing houses, and hit the moguls for a job as advertising salesman. He had a good personality, this acquaintance of ours, and an excellent record as a toilet goods salesman, but he couldn't get the magazine employers to regard his application seriously.

"Our type of selling is different," they told him. "You've been selling

merchandise—tangible articles that your prospects can hold in their hands and see and feel. We're selling something intangible—an idea."

To the man not actually in the toilet goods business, selling perfumes is the merchandising of pretty bottles filled with something that smells nice; selling treatment lines is the purveying of little jars and bottles with fancy caps containing some kind of goo that likewise smells nice. But if there was ever a business in the world founded more definitely upon the sale of ideas than the toilet goods business it doesn't come readily to mind.

One of the outstanding perfume successes in this country was brought about by a fortunate break in a moving picture production in which a masculine star who caused all feminine hearts to go pitter-patter registered intense passion every time he sniffed the hanky of his unknown inamorata who had perfumed it with some of this particular fragrance. Another perfume leaped into popularity overnight through the use of an intriguing name. A short time ago toilet goods cash registers were jingling merrily to a

tune played by a cream which sold readily at a fabulous price because a certain species of reptile lives two or three times longer than the span of years allotted to mankind.

Do you suppose that the many women who came in and paid substantial sums of money for those particular perfumes or that special cream were buying pretty bottles or an unusual jar—in short, *tangibles*? Not they. They parted enthusiastically with their legal tender in the hope that they were buying glamour and enhanced attractiveness; freedom from wrinkles or a clearer skin. They were buying an idea. True, the packages—two of them, at least—were attractive, but that was just the guinea's stamp. The appeal was in the idea, for a' that.

That's an important thing for toilet goods producers to keep prominently in mind. Attractive packages and containers are tremendously important, but it is the idea behind the article that runs its sales into volume. Give the salespeople in the stores something more to say than "Here's a new perfume we just got in," or "here's a new cream that's just come out." They'll say that anyway, but then if they can go on and tell *why* the perfume received the particular name by which it is designated, or wherein the new cream or lotion differs from the hundred others with which it is surrounded, they'll create a lot more interest for the new item.

Tangibles? Nonsense! Ideas are what we in the toilet goods business are selling.

#### New Companies in France

A number of new French cosmetic concerns have recently been founded which will materially add to the production of the industry. The Société des Produits Scientifiques de Beauté, which was recently registered in Paris with a capital of Fr.200,000, will manufacture perfumes, fine soaps, and other hygienic and toilet articles. Another concern is the Email Diamant Co., which was founded in Paris with a capital of Fr.625,000, and will produce perfumes, toothpaste, and a range of toilet articles. Two new cosmetic concerns have also been founded in Paris. One is the Laboratoire des Produits Regenerateurs, and the other is known as "Les Laboratoires Blondés."

*The American Perfumer*

# Acne Preparations

In the second part of her study of acne, **F. GUSTAFSON, B.S., M. A.** of Cosmetic Research, Inc., describes a series of tests of sulfur containing products and reaches important conclusions regarding the keeping qualities and method of manufacture of such lotions and creams. The final part of the study of acne preparations will appear in an early issue.

—EDITOR

WE have already given the outline of the chemical requirements of lotions useful in the topical application of *acne vulgaris*. We have stressed the need for an active sulfur—and have indicated that the gaseous hydrogen sulfide is the chemical of choice. There is no need to repeat the reasons for this statement. The fact that it is keratolytic, antiseptic, and penetrating is sufficient for our present needs. That factor of penetration is very important. Available gaseous antiseptics are few in number—hydrogen sulfide should not be forgotten.

We have already mentioned our chemical and clinical experimentation with lotions containing sulfur. We have said that every day ordinary sulfur-containing remedies (we gave Kummerfeld's solution, as an example) do not have any hydrogen sulfide and do not have similar measurable clinical effects. On the other hand, the lotions or near lotions (we gave freshly made lotio alba, as an example) do contain hydrogen sulfide and do have a measurable clinical effect.

In the present paper, we will review some of the results of estimating the quantity of hydrogen sulfide in lotions used in the topical applications of *acne vulgaris*.

It is necessary to say first that the ordinary published methods of making this estimation were of no use. Modifications of the published methods were made and it is from their application that we were enabled to establish the figures quoted.

We will return to the most common source of active sulfur in cosmetic topical applications: namely, potassa sulfurata.

On November 17, estimates of hydrogen sulfide in solution of potassa sulfurata were made using various percentages as follows:

Milligrams of hydrogen sulfide in 5 cc of potassa sulfurata solutions of various percentages

6%	12%	24%	50%
29.4	53.6	109.4	255.5

The suggestion was made by Raubenheimer many years ago that the solid potassa sulfurata was unstable as compared with a solution made from the solid potassa sulfurata. On the dates given in the appended chart, the same sample of solid potassa sulfurata was used to make solutions and these were tested for hydrogen sulfide.

Milligrams of hydrogen sulfide in 5 cc of solution of potassa sulfurata containing 215 milligrams of solid potassa sulfurata

Feb. 2	19.95
Feb. 6	14.92 (Made from small pieces)
Feb. 9	20.7
Feb. 15	20.8

This showed that the larger lumps contained more hydrogen sulfide on solution than the smaller lumps. It also showed that the solid potassa sulfurata did not deteriorate in two weeks.

To test the other proposal of Raubenheimer, a solution of 6 per cent of potassa sulfurata in water was made and filtered and stored. It was analyzed

twice with two months intervening showing little change.

Milligrams of hydrogen sulfide in 5 cc of solution of 6% potassa sulfurata preserved for this test

Nov. 17	29.4
Feb. 13	29.2

We next sought to learn if all potassa sulfurata obtained gave similar hydrogen sulfide content. We made fresh solutions of solid potassa sulfurata procured from three different sources.

Milligrams of hydrogen sulfide in 5 cc solutions of six parts of solid potassa sulfurata in 100 parts of water

Procured from: Yonkers	52.7
Long Island City	70.7
New York, New York	53.6

This indicated that the quantity of available hydrogen sulfide varied with the source. Our next trial was to learn if the same source would give a varied content at different times. For this purpose we estimate the quantity of hydrogen sulfide present in three samples of potassa sulfurata solution secured at different times from the same source. On the dates given, fresh samples were estimated:

Milligrams of hydrogen sulfide in 5 cc of solution of potassa sulfurata secured from the same source at different dates

Nov. 17	53.6
Jan. 4	52.7
Jan. 19	62.4

The next study was made on solutions of lotio alba of various concentration parallel with the solutions of potassa sulfurata used in preparing the lotio alba.

Milligrams of hydrogen sulfide in 5 cc of lotio alba and in 5 cc of solution of sulfurated potassa from which it was made

POTASSA SULFURATA	LOTIO ALBA
29.4	13.9
53.6	26.2 (double strength)
109.4	61.5 (triple strength)

We next were interested in deter-

mining the storing qualities of lotio alba in so far as its content of hydrogen sulfide is concerned, simulating clinical use. By this we mean, that a person has a bottle of freshly made lotio alba, and uses it day by day. How does it compare in content of hydrogen sulfide over the period which a bottle usually lasts? How active is it several months later?

*Storing qualities of lotio alba measured in milligrams of hydrogen sulfide in 5 cc of two and six ply*

DATE	LOTIO ALBA 2 PLY	LOTIO ALBA 6 PLY
Dec. 7	15.8	57.7
Dec. 9	16.0	57.4
Dec. 12	16.1	58.3
Dec. 14	16.4	57.4
Dec. 16	16.1	56.4
Dec. 19	16.0	57.0
Dec. 23	16.2	...
Dec. 28	16.2	...
Dec. 30	16.1	...
Feb. 14	14.9	56.1
Aug. 2	0.25	dried

This quantitative study indicates the need for dating preparations intended to secure the activity of hydrogen sulfide on the skin to which it is applied. The casual examination of the bottle does not indicate the drop in potent power. If perchance, a fresh bottle were purchased and found useful, a second purchase (if of a bottle long in storage or long on the counter) would cause complaint as being different—not so active—company has made its reputation and now don't care for its customers. An expiration date helps!

The storing qualities of solutions of potassa sulfurata as far as their hydrogen sulfide content was concerned were estimated for various percentage concentrations and for more than one sample as follows:

#### Storing Qualities of Sulfurated Potassa Solutions Milligrams of Hydrogen Sulfide in 5 CC of Solution

DATE	6%	6%	12%	24%	50%	50%	50%
Nov. 17	29.4	...	53.6	109.4	255.5	...	...
Nov. 21	31.5	...	56.0	111.9	257.2	...	...
Nov. 23	30.2	...	54.9	108.5	254.9	...	...
Nov. 25	29.2	...	53.9	108.6	258.9	...	...
Nov. 28	29.2	...	53.9	108.5	258.9	...	...
Nov. 30	29.5	...	52.8	108.7	256.0	...	...
Dec. 2	29.2	...	52.4	107.1	252.2	...	...
Dec. 5	28.5	...	51.1	105.3	253.5	...	...
Dec. 7	...	29.7	...	...	239.5	291.0	...
Dec. 9	...	28.1	...	...	244.2	293.0	...
Dec. 12	...	26.9	...	...	246.6	286.0	...
Dec. 14	...	25.5	...	...	239.5	284.2	...
Dec. 16	...	26.0	...	...	230.4	281.6	...
Dec. 19	...	26.3	...	...	227.2	...	...
Dec. 21	...	24.3	...	...	224.8	...	...
Dec. 23	...	24.7	...	...	239.6	...	...
Dec. 28	...	23.5	...	...	210.0	...	...
Dec. 30	...	24.6	...	...	227.2	...	...
Feb. 14	29.2	22.3	53.5	103.5	243.5	271.0	...
Aug. 2	19.7	...	51.5	22.7	127.5	44.9	...

Since in our opinion, the activity of lotio alba and of the solution of potassa sulfurata in the therapy of *acne vulgaris* depended upon its content of hydrogen sulfide, it occurred to us to prepare an aqueous solution of hydrogen sulfide gas from the containers commercially available. Under proper precautions, the gas from a small laboratory tank was allowed to escape into a jar of water. Determinations were made on the quantity of hydrogen sulfide in the water over a similar period as for the lotio alba and the sulfurated potassa. The results follow:

#### Aqueous solution of gaseous hydrogen sulfide Milligrams of hydrogen sulfide in 5 cc of solution

DATE	MGMS. of H <sub>2</sub> S
Nov. 8	4.88
Nov. 9	3.61
Nov. 10	3.36
Nov. 11	3.36
Nov. 14	3.62
Nov. 17	2.06
Nov. 21	2.20
Nov. 23	2.30
Nov. 25	1.86
Nov. 28	1.86
Dec. 2	1.45
Dec. 6	1.28
Feb. 13	.85
Aug. 2	none

Vlemineckx's solution is often advised in the treatment of *acne vulgaris*. We have used it and found it efficacious.

A freshly made sample of Vlemineckx's solution was next studied with the following results:

#### Vlemineckx's solution—freshly made Milligrams of hydrogen sulfide in 5 cc of solution

DATE	MGMS. of H <sub>2</sub> S
Dec. 7	192.3
Dec. 9	192.7

Dec. 12	191.2
Dec. 14	189.2
Dec. 16	189.8
Dec. 19	190.1
Dec. 14	187.8
Aug. 2	14.0

We had experimented with Kummerfeld's solution for some time, and had reached the conclusion that it had no effect on the clinical lesions of *acne vulgaris*. We were not at all surprised to find that samples of Kummerfeld's solution studied gave no evidence of hydrogen sulfide.

For several years, a variant of lotio alba curiously named "solid" lotio alba has been prescribed for patients with *acne*. It is prepared by mixing concentrated solutions of potassa sulfurata and zinc sulfate in water. The result of the mixture is a solid if and when the proportions have been uncovered by painful repetition. We used this method for its preparation. One hundred parts of potassa sulfurata were dissolved in 100 parts water, filtered. One hundred parts of zinc sulfate were dissolved in 100 parts of water and filtered. The two solutions were mixed.

The hydrogen sulfide was estimated in one gram of the solid potassa sulfurata, and in one gram of the zinc sulfate as well as in one gram of the solid resulting from the mixture of the two ingredients in aqueous solution.

On January 4, one gram of sulfurated potassa in solution in one cubic centimeter of water gave 52.7 milligrams of hydrogen sulfide.

On the same date, one gram of zinc sulfate solution in one cubic centimeter of water gave no hydrogen sulfide.

On the same date, the solutions of one gram of potassa sulfurata in one cc of water and one gram of zinc sulfate in one cc of water were mixed, and made a paste. One gram of the resulting paste gave 27.9 milligrams of hydrogen sulfide.

The reason this is written out before being charted is to emphasize that this study was made on the basis of grams. A chart follows:

#### "Solid" lotio alba

#### Milligrams of hydrogen sulfide in gram of substance

Date	Potassa Sulfurata (1:1)	Zinc Sulfate (1:1)	Paste Made (1:1)
Jan. 4	52.7	0.0	27.9
Jan. 5	51.3	...	21.5
Jan. 6	53.4	...	19.2
Jan. 7	51.9	...	15.9
Jan. 9	46.1	...	11.8
Jan. 10	51.5	...	16.1
Jan. 11	51.0	...	11.6
Jan. 13	51.6	...	12.0
Jan. 16	50.0	...	13.8



It became impossible to make further tests as the paste stored in a wooden container became too dry and firm.

New batches were prepared and stored both in glass jars and in wooden boxes to compare the two. The preparation was as outlined above. The results follow:

*"Solid" lotio alba*

Milligrams of hydrogen sulfide in gram of substance

Date	Potassa Sul- furata (1:1)	Zinc Sulfate (1:1)	Paste Made (1:1)	
			Glass jar	Wooden box
Jan. 18	55.1	0.0	25.1	---
Jan. 19	54.8	..	23.8	---
Jan. 20	56.4	..	25.5	22.9
Jan. 23	54.9	..	22.5	18.3*
Jan. 25	55.5	..	25.7	---
Jan. 27	55.6	..	26.2	---
Jan. 30	54.0	..	26.2	---
Feb. 6	..	..	26.0	---
Feb. 9	50.0	..	23.9	---
Feb. 15	52.5	..	23.8	---

\* Wooden box split and released contents.

We have prepared and studied numerous other variants of lotio alba,

but believe that the results offered in this study will suffice to indicate the character of the study being made. We do not give any conclusions. The figures regarded as relative rather than absolute give their own conclusion.

The studies given indicate to the wide awake manufacturer of cosmetics intended for the person with skin blemishes which are amenable to active sulfur that he has many problems confronting him and his product.

With the great possibility of stricter government supervision, he will have to revise his formulas to fit physiological and pharmacological data assembled by physicians and pharmaceutical chemists. It will be a difficult job when the normal, healthy skin is the subject of hygienic care; it will be a much more difficult job when the diseased or abnormal skin is the subject of therapeutic attention. No detail will be too small to have expert supervision. In the field of active sulfur preparations depending upon hydrogen sulfide quantitative studies will be of paramount importance.

180° F. without fail; and the fact that the cream, once made, has to be capped while still warm, and allowed to set for at least 12 hours. For this reason, the cream should be manufactured during the day, capped, and allowed to set at least over night. It will be better, of course, particularly in hot weather, to allow this cream to set for two days."

The following is a report on the chemical analysis of "Aqua-Cera":

	Aqua-Cera	U.S.P. Beeswax
Color	White	---
Odor	Slight	---
Melting point	84.5° C	62-65° C
Acid number	60.02	17-23
Ester number	102.40	72-79
Free fatty acid	30.40	---
Combined fatty acid	57.13	---
Total fatty acids	87.53	---
Water soluble radical	10.60	---
Water	1.00	---
	* * *	---

Mixing Equipment Co., Inc., Rochester, N. Y., announces the development of a new style model "L" laboratory mixer. Powered by a 1/30 H. P. totally enclosed, air-jacketed and fan cooled motor, this mixer duplicates on a laboratory scale the actual work of large scale production. It is ruggedly built and designed for continuous duty operation at full load. Shafts and propeller furnished either in stainless steel or monel metal. Wing nuts permit numerous adjustments to produce a wide variety of mixing actions. Besides its laboratory uses, this model is finding many applications on a commercial scale for mixing small batches of fluids.

\* \* \*

Gerard J. Danco, president of Gerard J. Danco, Inc., New York, has just patented a new and novel lipstick device. Mr. Danco's invention does away with the direct application of the lipstick to the lips. Instead an endless band to be rotated by a small turn screw forms the applicator, and the lipstick is pressed against this band by a coiled spring. He claims that the new device insures more even and more sanitary application and avoids excess lipstick, as well as being more economical in use and in production.

### Animal Fat Dyes

The knowledge of animal fat dyes received a first contribution from L. Zechmeister and F. Tuzson. From 0.9 kilograms kidney fat taken from an old cow, they obtained 2.5 mg. of a crystallized red dye, which was found to be a mixture of  $\beta$  and  $\beta$  carotin.—*Seifensieder Ztg.*

## NEW PRODUCTS AND PROCESSES

*Under this heading are published brief articles concerning interesting new products and processes offered in the industry. The material is in every instance furnished by the sponsor of the product and the article is not to be considered an endorsement by this journal.*

Albert Albek, Inc., Los Angeles, Calif., is offering to the cosmetic and allied industries two new water soluble waxes sold under the names, "Aqua-Cera" and "Emulso-Cera." They are glycol esters, "Aqua-Cera" being the distearic ester of diethylene glycol. Numerous formulae for the use of the products have been developed by the Albek Laboratories and will be sent to interested parties along with samples of the creams or lotions made according to these formulae.

Referring to the new products the company says:

"The two products, 'Aqua-Cera' and 'Emulso-Cera,' are two entirely new waxes of the water soluble type. With the aid of these waxes, practically any desired type of cream can be made.

"While we have worked mostly

along the line of products of good appearance and low cost; naturally, any other type of material can be used to produce creams of any desired type. We suggest that a number of experiments be made with whatever material you wish to incorporate in your cream.

"For example, instead of Mineral Oil, if a higher type of cream is desired, on the tissue cream type, such oils as Sweet Almond Oil, Cottonseed Oil, Olive Oil, Raisin Oil or any other oil for that matter, can be substituted. In place of Paraffin and Petrolatum, which are the cheapest products that can be used in a cream, other articles such as Spermacetti, Odorless Cocoa Butter, Beeswax, Lanolin, Cetyl Alcohol, Avocado Oil, Turtle Oil, and practically any other fatty or waxy substance can be used.

"If you now have a formula and wish to modify it, you can use practically the same ingredients by simply following the general method of manufacturing as outlined in these suggestions of ours, which have been carefully worked out.

"The main points to consider are temperature, which has to be kept at

# PRICES in the NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)

ESSENTIAL OILS			Conc.					
Almond Bit., per lb.	\$2.25@	\$3.00	Guaiac (Wood)	3.10@	3.50	Tansy	\$1.80@	2.10
S. P. A.	2.50@	3.05	Hemlock	1.05@	1.25	Thyme, red	1.00@	1.10
Sweet True	.72@	.75	Hops	(oz.) 9.00@	13.00	White	1.05@	1.25
Apricot Kernel	.24@	.28	Horsemint	2.50@		Valerian	14.50@	15.00
Amber, crude	.25@	.30	Hyssop	40.00@	48.00	Verbena	3.75@	7.00
rectified	.52@	.60	Juniper Berries	1.05@	1.50	Vetivert, Bourbon	8.75@	12.50
Ambrette (oz.)	46.00@		Juniper Wood	.50@	.60	Java	15.00@	25.00
Amyris balsamifera	3.00@	3.25	Laurel	8.00@	10.00	East Indian	30.00@	
Angelica root	75.00@		Lavender, English	32.00@		Wine, heavy	1.25@	
seed	90.00@		French	3.50@	7.50	Wintergreen, Southern	3.35@	3.75
Anise, U. S. P.	.80@	.85	Lemon, Italian	1.80@	2.50	Penn. & Conn.	4.50@	8.00
Araucaria	1.75@	1.85	Calif.	1.75@		Wormseed	2.15@	2.35
Aspic (spike) Span.	1.35@		Lemongrass	.48@	.55	Wormwood	2.75@	3.25
French	1.55@		Limes, distilled	6.25@	7.25	Ylang-Ylang, Manila	27.00@	30.00
Balsam, Peru	5.50@	6.25	expressed	10.50@	12.00	Bourbon	5.00@	8.00
Balsam, Tolu, oz.	4.25@		Linaloe	1.25@	1.40	TERPENELESS OILS		
Basil (oz.)	2.35@		Lovage	55.00@	62.00	Bay	3.25@	3.50
Bay	1.45@	1.60	Mace, distilled	1.15@	1.25	Bergamot	7.00@	
Bergamot	2.50@	2.85	Mandarin	5.00@	6.75	Clove	4.00@	5.00
Birch, sweet N. C.	1.90@	2.00	Marjoram	6.00@	6.25	Coriander	20.00@	
Penn. and Conn.	3.75@	4.00	Melisse	4.00@	4.25	Geranium	8.00@	12.50
Birchar, crude	.15@	.18	Mirbane (see Nitrobenzol)			Grapefruit	45.00@	60.00
Birchar, rectified	.85@	.90	Mustard, Genuine	8.50@	10.00	Sesquiter 'less	85.00@	
Bois de Rose	1.35@	2.75	artificial	1.95@	2.25	Lavender	8.00@	8.50
Cade, U. S. P.	.40@	.55	Myrrh	10.00@		Lemon	10.00@	14.50
Cajeput	.45@	.67	Myrtle	3.25@	3.75	Lime, ex.	54.00@	72.00
Calamus	3.00@	3.25	Neroli, Bigarde, P.	98.00@	125.00	Orange, sweet	78.00@	90.00
Camphor "white"	.16@	.18	Petale, extra	130.00@	155.00	bitter	90.00@	115.00
Cananga, Java native	2.25@	2.40	Niaouli	3.35@		Petitgrain	3.25@	3.75
rectified	2.75@	3.00	Nutmeg	1.15@	1.25	Rosemary	2.50@	
Caraway	2.05@	2.20	Olibanum	5.00@	5.25	Sage, Clary	90.00@	
Cardamon, Ceylon	12.00@	30.00	Orange, bitter	2.60@	2.70	Vetivert, Java	35.00@	
Cascarilla	60.00@	85.00	sweet, W. Indian	2.40@	2.55	Ylang-Ylang	28.00@	35.00
Cassia, 80@85 p.c.	.95@		Italian	2.50@	3.25	OLEO-RESINS		
rectified, U. S. P.	1.00@	1.15	Spanish	2.55@		Benzoin	3.00@	3.25
Cedar leaf	.70@	.80	Calif. exp.	2.85@		Capsicum, U. S. P. X.	2.20@	
Cedar wood	.18 1/2@	.22	dist.	.90@		Alcoholic	3.20@	
Cedrat	4.15@		Origanum, Spanish	1.00@	1.35	Cubeb	3.25@	
Celery	12.00@	14.50	Orris root, con. (oz.)	5.25@	5.50	Einger, U. S. P. VIII	3.00@	3.10
Chamomile (oz.)	4.75@	7.00	Orris root, abs. (oz.)	35.00@	50.00	Alcoholic	4.10@	
Cherry laurel	14.00@	15.00	Orris Liquid	18.00@	25.00	Malefern	1.65@	2.00
Cinnamon, Ceylon	8.00@	20.00	Parsley	10.75@	11.30	Oak Moss	6.00@	15.00
Cinnamon, Leaf	2.25@		Patchouli	5.50@	6.00	Olibanum	3.50@	
Citronella, Ceylon	.24@	.28	Pennyroyal Amer.	1.85@	2.10	Orris	17.00@	28.00
Java	.32@	.37	French	1.60@	1.75	Patchouli	16.50@	18.00
Cloves Zanzibar	1.10@	1.15	Pepper, black	5.25@	6.00	Pepper, black	4.00@	4.60
Cognac	16.00@	20.00	Peppermint, natural	2.30@	2.55	Sandalwood	16.00@	
Copaiba	.40@	.45	redistilled	2.60@	2.80	Vanilla	8.50@	11.25
Coriander	7.50@	8.50	Petitgrain	1.10@	1.35	DERIVATIVES AND CHEMICALS		
Croton	1.40@	1.50	French	2.35@	2.50	Acetaldehyde 50%	2.00@	
Cubebs	2.95@	3.10	Pimento	1.40@	2.75	Acetophenone	1.25@	2.00
Cumin	8.75@	9.00	Pine cones	3.00@		Acetyl Iso-eugenol	7.50@	8.00
Curacao peels	4.85@	5.25	Pine needles, Siberia	.90@	1.15	Alcohol C 8	16.00@	20.00
Curcuma	3.00@		Pinus Sylvestris	1.50@	1.70	C 9	26.00@	40.00
Cypress	12.00@		Pum'ionis	1.60@	1.75	C 10	21.00@	28.00
Dillseed	3.25@	4.00	Rhodium, Imitation	2.00@	3.25	C 11	20.00@	25.00
Elemi	1.65@		Rose, Bulgaria (oz.)	6.00@	12.00	C 12	14.00@	25.00
Erigeron	1.45@	1.55	Rosemary, French	.44@	.50	Aldehyde C 8	30.00@	
Estragon	32.00@	35.00	Spanish	.36@	.40	C 9	45.00@	70.00
Eucalyptus	.35@	.39	Rue	2.20@	2.35	C 10	42.00@	60.00
Fennel, Sweet	1.15@	1.25	Sage	1.60@	2.00	C 11	33.00@	50.00
Galangal	35.00@		Sage, Clary	30.00@		C 12	28.00@	34.00
Galbanum	15.00@		Sandalwood, East India	5.50@	6.00			
Geranium, Rose			Australia	5.75@				
Algerian	5.00@	6.50	Sassafras, natural	.85@	1.25			
Bourbon	4.90@	6.00	artificial	.33@	.36			
Spanish	12.00@		Savin, French	1.75@	2.00			
Turkish	1.80@	2.00	Spearmint	1.90@	2.15			
Ginger	5.50@	6.75	Snake root	11.25@	13.75			
Gingergrass	3.25@	4.10	Spruce	1.05@	1.25			
Grapefruit	3.00@		Styrax	6.00@	10.00			





# NEW YORK MARKET REPORT

Demand for essential oils over the past month was not as active as September, but the buying movement as a whole continued well ahead of a year ago. Dealers attributed the slackening in demand principally to two things, the mild weather, and the Presidential election.

Most articles in the spice group displayed considerable strength. Prices on coriander were nominal, dealers only being in a position to take care of the requirements of regular customers. One or two prominent dealers were forced to withdraw prices on pimento leaf oil owing to difficulty in getting replacements. The upward movement in

clove oil was extended. Based on present costs, prices are still too low, and it is likely that the market will continue to advance. Stocks of anise were depleted to such a point that dealers were very badly pressed to even take care of the needs of the regular trade without making general offers.

Toward the close of the month, sharply higher prices on Italian citrus oils created considerable excitement among local trade factors. Because of the devaluation of the lira, many thought that bergamot and lemon would decline. Orange was also included in the upward movement, but owing to the low prices prevailing on oils from other

producing countries, dealers were reluctant to advance the latter.

More inquiries were noted for aromatic chemicals. Buyers were in some cases holding back pending the outcome of the election, but others were ordering out fair quantities of merchandise in anticipation of a record year-end retail demand for their finished products.

Current prices on glycerine are the highest since 1927. In spite of this fact, all indications seem to point to a continued firm market over the first quarter of next year. Because of the acute shortage of this article over the past few months, it is felt that refiners will take advantage of any increase in production by building up reserve stocks. A slight decline was registered in citric acid reflecting more favorable production costs. Coconut oil was strong and higher.

## PRICES OF SOAP MATERIALS

### TALLOW AND GREASE

Tallow, N. Y. C. extra	\$0.063/4	@	
Edible	.09		Nominal
Fancy	.10	@	
Grease white	.063/4	@	.083/8
House	.061/4	@	.063/8
Yellow	.061/4	@	.063/8
Lard	.12	@	.13

### FATTY ACIDS

Coconut Oil, 98% Saponifiable, tanks	.123/4	@	
Corn Oil, 95% T.F.A. barrels	.121/4	@	.121/2
Red Oil, distilled, tanks	.091/4	@	
White, drums	.13	@	.14
Stearic Acid, single pressed, c.l.	.10	@	.11
Double pressed	.101/2	@	.11
Saponified	.103/4	@	.113/4
Triple pressed	.131/4	@	.141/4
Saponified	.131/2	@	.141/2

### SOAP MAKING OILS

Castor No. 1, tanks	.10	@	
No. 3 tanks	.091/2	@	
Coconut, Manila Grade, tanks	.071/4	@	Nominal
Corn, crude, Midwest mill, tanks	.087/8	@	Nominal
Cotton, crude, Southeast, tanks	.081/2	@	
Refined	.111/4	@	.113/8
Lard, common No. 1, barrels	.091/2	@	
Olive, denatured, max. 5% F.F.A.			
bbls., gal.	1.20		Nominal
Foots, Prime, green, barrels	.091/4	@	.093/8
Palm, softs, max. 20% F.F.A., drums	.045/8	@	
Niger, casks	.047/8	@	.05
Palm, Kernel, tanks	.051/2	@	
Peanut, crude, barrels	.085/8	@	Nominal
Refined, barrels	.121/2	@	Nominal
Soya beans, max. 2% F.F.A. Midwest mill tanks	.081/2	@	
Tallow, acidless, barrels	.093/4	@	

Whale, Crude No. 1, Coast, tanks	.041/4	@	
Refined, barrels	.067/8	@	.071/8

### GLYCERINE

Chemically pure, drums extra	.191/2	@	.20
Dynamite, drums included	.191/2	@	Nominal
Saponification, drums	.16	@	Nominal
Soap, lye	.15	@	Nominal

### ROSIN

Barrels of 280 pounds			
B	\$7.471/2	K	\$7.471/2
D	7.471/2	M	7.50
E	7.471/2	N	7.50
F	7.421/2	W.G.	7.50
G	7.471/2	WW.	8.45
H	7.471/2	X	8.55
I	7.471/2	Wood	7.40

### CHEMICALS

Acid, muriatic, 18°, 100 pounds	\$1.00	@	\$1.60
Sulfuric, 60°, ton	11.00	@	
66°, ton	15.00	@	
Borax, crystals, carlot, ton	42.00	@	71.00
Cyclohexanol (Hexalin)	.30	@	
Naphtha, cleaners, tank cars	.07	@	.091/2
Potassium carbonate, 80@85%	.07	@	
Hydroxide (Caustic potash) 88@			
92%	.071/4	@	
Salt, works, ton	11.50	@	14.00
Sodium carbonate (Soda ash) 58%			
light, 100 pounds	1.23	@	2.37
Hydroxide (Caustic soda) 76% Solid,			
100 pounds	2.60	@	3.75
Silicate 40°, drums, works, 100 pounds	.80	@	
Sulfate, anhydrous	.021/4	@	.03
Phosphate, tri-basic	.021/2	@	.03
Zinc oxide	.051/2	@	.053/4



## REVIEWS OF TECHNICAL BOOKS

□ **PERFUMES, COSMETICS & SOAPS, VOL. III (FIFTH EDITION).** By William A. Poucher, Ph. C. 228 pages. D. Van Nostrand Co., New York, 1936. Price, \$7.00.

Mr. Poucher has revised his work on cosmetic production and now gives an entire new volume to this branch. The material formerly appearing in Vol. II has been completely revised and subdivided so that the new Vol. II deals only with perfumes and toilet waters and Vol. III with cosmetic and toilet preparation manufacture.

Several of the chapters in the book have been revised materially and some new material has been added. Chapters on rouges and eye cosmetics and on sunburn and suntan preparations fall in the latter class. The chapter on rouges and eye cosmetics is well done. That on sunburn preparations will scarcely stand the light of the most recent investigations, notably those of Goodman, Navarre and others. Some recommended substances have been proven of little value while some not mentioned by Mr. Poucher have been found useful.

The chapter on hair dyes has been rewritten and brought up to date. Some modification of the chapter on creams and lotions has been made, but the reader looks in vain for the latest information on vitamin and hormone preparations and the inclusion of these and other newer ingredients in biological creams. Doubtless the author is not convinced of their efficacy, in which he is in good company; but this seems hardly sufficient as a reason for not even mentioning these latest developments.

As a whole, the work is a very useful one and the new edition well worth the attention of the cosmetic chemist. It well merits the success which has been attained by former editions.

S.L.M.

□ **GLANCES AT INDUSTRIAL RESEARCH.** By Edward R. Weidlein and William A. Hamor. 238 pages. Reinhold Publishing Corp., New York, 1936. Price, \$2.75.

This little volume has been published to commemorate the transfer of the activities of the Mellon Institute of Industrial Research to its magnificent new building in Pittsburgh. It is not intended as a supplement to *Science and*

*Action*, published by the same authors in 1931, but it does bring the reader up to date on several projects that were described in the earlier volume. Much of the information in this book has been assembled from non-technical articles published by the Institute during the past few years.

After a brief review of the history of the Industrial Fellowship system, and a survey of the investigations now in operation, several chapters are devoted to notable successes in commerce and industry which have been developed through coordinated industrial research. With one exception (two if we count shaving), fellowships for research on cosmetic problems are conspicuously absent.

The authors foresee great opportunities for younger scientists through closer cooperation of professional education with its practical applications in commerce and industry. They stress the need for sound public relations in science, and look for greater appreciation of the value of scientific research through more and better writing on technical subjects in language with popular appeal.

The book contains many beautiful illustrations, whose captions tell a story in themselves. The appendix, presenting a fine chronology of chemistry in America since 1914, also enhances the value of the text. It is easy and pleasant reading, through which even laymen will obtain an excellent cross-section of the accomplishments and the advantages of industrial research in the United States today.

FLORENCE E. WALL, F.A.I.C.

□ **CORROSION RESISTANCE OF METALS AND ALLOYS.** By Robert J. McKay and Robert Worthington. Reinhold Publishing Corp., New York City. 6x9 inches. 492 pages. A.C.S. Monograph No. 71. Price \$7.00. 1936. A typically good A.C.S. monograph, well printed and bound. The book is divided into two parts: part I deals with the general and theoretical and part II deals with the specific metals and alloy groups relative to their corrosion behavior.

Some has been written regarding the galvanic corrosion of tin tubes in the manufacture of tooth paste and other cosmetics. The authors discuss galvanic action so that anyone can

understand it. The use of alloys in manufacturing plant equipment is greatly aided by the intelligent application of experimental data brought together by the authors. While cosmetics are mentioned only in passing, the other data are readily applied to this field. The tin can is completely discussed, and food manufacturers should not be without this book. Corrosion from this point of view has rarely been so well and completely presented.

The first part of the book explains in plain language the different manifestations that join to make corrosion a problem. The second part is sort of a practical application of theory. Plant managers and production men will find this book helpful in solving corrosion problems, whether in equipment or packaging.

M. G. DE NAVARRE

□ **UNITED STATES TARIFF COMMISSION, WASHINGTON, D. C. Comparative Statistics of Imports by Countries for the Calendar Years 1931 to 1935 inclusive.**

Volume X, Group 8, of this very voluminous statistical study covers chemical and related products. The compilation, undertaken as a W.P.A. project, gives detailed information regarding imports. A section of several pages is devoted to soaps, perfumes, and toilet preparations. It is a very useful reference work.

□ **MANUFACTURING PERFUMER—SOAPS, COSMETICS & TOILET PREPARATIONS, VOL. 1, No. 1.** Leonard Hill, Ltd., London. Issued monthly. Price 10s. annually.

The first issue of this new British magazine is well up to the standard of its publishers who are also responsible for the familiar *Manufacturing Chemist*, so well received in America.

A page of American Notes by M. G. de Navarre, an interesting article on dermatitis and a discussion of hormones and vitamins, are among the best features. Editorials are well written and the department "Extravaganza," consisting of the comments of alleged "beauty experts," is well worth the price of a subscription alone. We welcome this new journal, which seems likely to add greatly to the pleasure and profit of our reading in the months to come.

S. L. M.

# NEWS and EVENTS

## Companies — Individuals — Groups

### London Beauty Fair

(Continued from Page 59)

hand, "Coronation," a new shade shown by The Kraska Co., Ltd., is a deep and brilliant scarlet.

Fine perfumes were well represented. Grenoville Ltd. (represented in New York by the Groville Sales Corp.) showed their famous "Casanova" and "Byzance," a new "Fougere" and a new range of delightful florals, comprising "Avant l'Eté" (or "Lilac in the Rain"), "Narcisse," "Violette russe," and "Oeillet fané." Molyneux Perfumery naturally starred "Le Numero cinq," whose popularity shows no signs of abatement. Phargene Ltd. showed Rigaud perfumes, and starred "Un air embaume." "Cassandra," the new Weil perfume whose packing received special notice in THE AMERICAN PERFUMER for September, as well as other Weil perfumes, was also exhibited.

Bourjois, Ltd., concentrated on "Evening in Paris," and showed some new presentation packs. This firm's stall was the high spot of the exhibition. An evening spent in a café on one of the Paris boulevards was reproduced with great attention to detail (except that no Pernod was served!).

Coty showed some new products, including a new face powder of specially fine texture, very lightly perfumed, a new wrinkle cream (not based on turtle oil), and avocado beauty soap, made from avocado oil.

### Trade Commission Cites Cosmetic Companies

First action under the Robinson-Patman Act against cosmetic companies came as this issue was on the press, with citation of Bourjois, Inc., and subsidiaries, Richard Hudnut, Coty, Inc., and subsidiaries, and Elmo, Inc., for violations of several provisions of the new law. The complaints will be publicly heard on Dec. 11. They charge in effect that additional volume discounts, the use of demonstrators, PM's, and certain forms of

advertising allowances, as used by these companies, are violations of the Robinson-Patman measure.

A careful study of the complaints leads to the conclusion that the Commission believes any use of demonstrators may be considered unfair competition and that PM's as generally known in the cosmetic industry, are also unfair methods. Quantity discounts, especially those payable for reaching a certain volume by the end of the year are also frowned upon by the Commission, according to these complaints.

### Rentschler Returns From Trip Abroad

Frederick Rentschler, president and founder of the Art Tube Co., Irvington, N. J., has returned from an extended trip in Germany, Austria, and France where most of his traveling was done by airplane. While in Europe, Mr. Rentschler spent considerable time in obtaining information on the latest processes for the manufacturing of collapsible tubes and foil specialties.

On his return, Mr. Rentschler announced that his company has secured a site on Lyons Avenue, Irvington, N. J., for the erection of a new factory 160 x 150 ft. It will be a one-story structure with provision for expansion. Construction has already begun and the new building is expected to be ready for occupancy in about three months. Mr. Rentschler reports that increasing business, particularly in the new foil division, has made the new structure necessary.

### Bopf-Whittam Wins Injunction

Bopf-Whittam Corp., Westfield, N. J., has secured a permanent injunction against Michael P. Gutowski and Stanley Czech, the Genuine Chemical Works and the Lanaetex Products Co., Inc., Elizabeth, N. J., restraining them from manufacturing lanolin and woolfat products or from disclosing the process. Gutowski is a former employee of Bopf-Whittam Corp.

### Mysore Trade Commissioner Departs

T. V. A. Isvaran, Trade Commissioner for Mysore in London, sailed on the "Europa," Nov. 6, after a visit to this country. During his stay, Mr. Isvaran made his headquarters with W. J. Bush & Co., Inc., New York, agents for the Mysore Gov-



Mr. Isvaran (Center) with Messrs. Webb (Left) and Gill of W. J. Bush & Co., Inc.

ernment sandalwood oil factories in the United States.

In the course of a trip to the Middle West in company with R. R. Webb, treasurer of W. J. Bush & Co., Inc., Mr. Isvaran visited important pharmaceutical houses, and was entertained at the monthly luncheon of the Chicago Drug and Chemical Association as the guest of E. Drach of Abbott Laboratories.

During his visit the Trade Commissioner also investigated the possibility of introducing to this market other products of the Mysore State, notably coffee, silk and art-wear.

### Cross Heads National Can Co. Division

Jack M. Cross has been appointed manager of the Planning and Development Department of the National Can Co., New York. He was formerly with Continental Can Co., and has been in the design and planning end of the container business for ten years. James M. Hoyt, also active in this field for some years, has been named assistant to Mr. Cross.

### Rossman Starts Own Business

Jacques Rossman has established L'Ardy Cosmetic Laboratories at 40-22 Main St., Flushing, N. Y. A complete line of toilet preparations is being manufactured for the hair dressing trade.

## Mixing Equipment Co. Moves N. Y. Offices

The Mixing Equipment Co., Inc., Rochester, N. Y., has moved its New York office to 377 Broadway. The new quarters represent a material increase in space and will provide space for a complete display of the company's line. The office is in charge of C. F. Donahue.

## Leonhardt Back from European Visit

F. H. Leonhardt, president of Fritzsche Brothers, Inc., New York, has returned with Mrs. Leonhardt and their daughter after a European trip which began last June. With him on the return voyage was Dr. Ernest S. Guenther, chief research chemist of the company, who has been spending the summer in Europe and supervising the company's production of flower oils at the French plant in Seillans.

Mr. Leonhardt visited ten countries during his trip, traveling almost entirely by airplane and automobile. Commenting on the trip, he said that perhaps the most striking contrast between European and American conditions is the lower standard of living of the average European. Similarly, buying power abroad as compared with ours is extremely limited. Commenting on individual countries, Mr. Leonhardt expressed the opinion that Great Britain is anxious for the good will and cooperation of the United States; Ger-

many is most interested in the recovery of her colonies; Hungary would like to get back the two-thirds of her possessions which were taken away from her, while Austria, reduced to almost nothing, and especially those Austrians living in territory annexed by Italy, would like to see the Italians in a hotter climate than Ethiopia. Practically all of Europe, Mr. Leonhardt said, feels that the sword hanging over it is likely to drop at any time.

Dr. Guenther, speaking of conditions

in the flower oil market, said that French devaluation, in his opinion, had been too long delayed and was not sweeping enough, to bring great benefits to the Grasse region. Conditions there, while not so acute as formerly, are still far from satisfactory. The *jasmin* situation is complicated by the very high price (13 francs) demanded for the flowers, and the fact that Italy is rapidly coming to the front as a *jasmin* producer.

Lavender in the Alpes-Maritimes has been affected by a plant disease which has hit the plantations very hard and even the wild lavender to some extent. The Hungarian development in lavender is also likely to be a factor of growing importance in this business.

Dr. Guenther visited England, Holland, Belgium, Germany and Hungary continuing his researches into the essential oil situation. The results of much of his research will be presented in *The American Perfumer* in articles during the coming months.

## Promotions and Changes at American Can Co.

Following the election of Dr. Baker as president, the American Can Co., New York, has announced a number of elections and executive changes. Five new vice-presidents have been elected as follows: T. N. Anderson, formerly general manager of manufacture, general line, vice-president and comptroller; D. W. Figgis, formerly assistant to vice-president in charge of sales, vice-president in charge of sales, general line; G. H. Kellogg, formerly general manager of sales, packares' cans, vice-president in charge of sales, packares' cans; A. R. Pfltz, formerly general manager of manufacture, packares' cans, vice-president in charge of purchasing and traffic; C. G. Preis, formerly chief engineer, vice-president in charge of engineering.

W. O. Starr has retired as comptroller, J. A. Fry as general purchasing agent, and A. L. Griffith as manager of traffic department.

H. G. Edwards, formerly general manager of sales, general line, has been appointed assistant to the president; R. W. Phelps, formerly assistant to M. J. Sullivan, vice-president, San Francisco, assistant to Mr. Figgis; C. H. Black, formerly assistant general manager of sales, general line, promoted to general manager of sales, general line; R. L. Sullivan, formerly

Atlantic District sales manager, general line, to assistant general manager of sales, general line; and W. C. Stolk, formerly assistant Atlantic District sales manager, general line, to Atlantic District sales manager, general line.

## Senior Back from Southwestern Trip

Charles L. Senior of Florasynth Laboratories, Inc., New York, just returned from a trip through the Southwest with glowing reports of business in that section. He brought with him the accompanying caricature of Harry Linscott, general manager of Liquor & Drug, Inc., San Antonio. We hope Harry will stop in to see us on his next New York visit, if only to give us the point of that story which Charlie attempted without conspicuous success to relay to our waiting "Humor Department."



Mr. Linscott

## Also Now in New Factory

The Alsop Engineering Corp., New York, has moved to a new factory in Milldale, Conn., but is retaining offices, show rooms and a service department in New York at 17 West 60th St.

The need for more space, better shipping facilities and a more efficient manufacturing layout, due to a greatly increased business, made a move of this kind necessary. The new plant is on a plot of 10½ acres, and the buildings cover about 60,000 square feet. The price paid is not disclosed, but a recent appraisal figures the reproduction cost at over \$100,000.

Great savings in manufacturing costs are expected to be reflected in sales prices, due to better labor and working conditions, and also to the fact that water power will generate enough electricity to operate the entire plant.

Trucks will make overnight deliveries to New York daily, and with the consolidation of manufacturing of all parts of the products under one roof instead of having them made in a dozen different plants, it is expected that customers will receive much better service than ever before.



Mr. Leonhardt



Dr. Guenther

many is most interested in the recovery of her colonies; Hungary would like to get back the two-thirds of her possessions which were taken away from her, while Austria, reduced to almost nothing, and especially those Austrians living in territory annexed by Italy, would like to see the Italians in a hotter climate than Ethiopia. Practically all of Europe, Mr. Leonhardt said, feels that the sword hanging over it is likely to drop at any time.

Dr. Guenther, speaking of conditions





These fine modern laboratories have just been completed by the Felton Chemical Co., Brooklyn, N. Y. Every facility for research and technical control is provided. The company also maintains branch offices and stocks in principal cities throughout the United States.

#### Macmillan to Represent Cortizas

M. Cortizas Co., Philadelphia, has appointed William Macmillan as representative in the Chicago territory. Mr. Macmillan has been connected with the vanilla bean trade for more than 25 years and is well known to buyers throughout the Middle Western territory.

#### Huisking Representing Naarden in America

We are advised by N. V. Chemische Fabriek "Naarden," Naarden, Holland, that Charles L. Huisking & Co., New York, has been appointed American representative for the Naarden line of aromatic chemicals. Naarden products have enjoyed considerable sale in this market for many years.

#### Census Report on Barber and Beauty Shops

The preliminary report of the census of service establishments of the Census of Business, 1935, has been issued and contains the following very interesting statistics regarding the barber and beauty shop trade during the last year:

	Barber Shops	Barber and Beauty Shops	Beauty Parlors
Number of Establishments .....	121,057	4,298	61,176
Receipts .....	\$208,969,000	\$20,276,000	\$170,753,000
Employees, Average for Year .....	80,119	11,103	77,487
Active proprietors and firm members .....	125,638	4,633	61,427
Payroll .....	\$54,711,000	\$8,742,000	\$57,736,000

#### Mrs. A. H. Moore to Visit Texas

Mrs. Arthur H. Moore widow of the late A. H. Moore, one of the founders of the Bridgeport Metal Goods Manufacturing Co., will leave next month for New Braunfels, Texas, to visit her daughter, Mrs. William Tout, and also her son, Ralph, who also is in Texas.

Mr. Moore, who died July 15, was identified with the toilet preparations industry since 1921 when the company, established in 1909, broadened its activities and began the manufacture of vanity cases, lipstick holders and other metal specialties for this industry. He was very active in developing this branch of the company's business up to 1929 when he contracted the illness from which he never recovered. Throughout the seven years, he kept in touch with the affairs of the company. He was interested in Masonry and was a shiner in Hamilton Commandery.

Surviving are his widow, two daughters, Mrs. Sterling Leffler of Westport, Conn., and Mrs. William Tout of Texas and two sons, Ralph Moore of Texas and Arthur Moore, Jr., who is associated with the Bridgeport Metal Goods Manufacturing Co.

#### "Marie Arnold" Advertising Campaign

Advertising for the "Marie Arnold" products and treatments, well known in America, and for what is claimed to be the first Hollywood make-up salon in England, is to be launched in the September issues of the women's journals in Great Britain.

#### Colgate Starts Batavia Plant

The Colgate-Palmolive-Peet Co. has established a subsidiary at Batavia, D. E. I., to work with a share capital of 100,000 Dutch guilders. Here it will manufacture supplies of oils, fats, soap and other toilet articles for Java.

#### Non-Allergic Products Has New Owner

Non-Allergic Products, 406 Market St., St. Louis, manufacturing a general line of cosmetics, has been taken over by Mrs. Jessie Millick who is conducting the business on her own account. Mrs. Millick formerly was in the employ of the previous owner of the business.

#### Joseph Butler

Joseph Butler, retired soap manufacturer, died October 18 at the North Hudson Hospital, Jersey City, N. J. Mr. Butler was born in Switzerland 69 years ago and came to this country in 1885. He lived in West New York, N. J., for many years.



## ADVERTISING AGENCY CHANGES

NAME AND ADDRESS	PRODUCT	NEW AGENCY
La Toja Products, Inc., New York	Toilet & Medicinal Preparations	H. W. Fairfax Advertising Agency, New York
Lionel Rogers, Inc., New York	Toiletries for Men	White-Lowell, Inc., New York
Mary Nolan, New York	Cosmetics	Wortman, Barton & Co., Inc., New York
Parfums Weil	Perfume	Lester Harrison, Advertising, New York
Prince Matchabelli Perfumery Co., New York	Cosmetics	H. W. Fairfax Advertising Agency, New York
Viviny Perfumers, Inc., West Haven, Conn.	Hand Lotion	White-Lowell, Inc., New York

## ABSTRACTS FROM FOREIGN JOURNALS

*Under this heading are published brief abstracts of articles, both technical and general, from foreign journals in this field, together with page and volume references. We cannot furnish complete copies of these articles or journals but will be glad to supply the addresses of the publishers upon request.*

Kosmos-Werke Emil Pick & Co., Caslav, Czechoslovakia. Ger. pat. 621,892. The oil or fat, such as peanut oil or hardened whale or fish oil, mixed with substances containing water and albuminous matter, is heated to a temperature not exceeding 150°, usually from 110-120°, in order to remove the water, a certain amount of egg yolk being added as aromatizing agent. The mixture is then cooled and filtered.

G. Middleton—writing in the *Industrial Chemist*—Pharmaceutical Supplement, January, 1936, p. 11—claims that "consistency is a term often used to define properties of a fluid, but that this term is scientifically lacking in meaning, and furthermore is a mixture of a range of properties." The viscosity co-efficient is defined. Plasticity, and graph explaining it, are given. Irish moss slime, Bentonite, tragacanth—all have the property of thixatropy—in a case of tragacanth it is quite rapidly evident.

Anomalous viscosity, or "variable viscosity" is necessary to keep the actual phases of an emulsion from separating. Soaps, gelatine, starch, tragacanth, acacia, agar and nitrocellulose have this property. Both anomalous viscosity and thixatropy are utilized in pharmaceutical emulsions. If Irish

moss is used in place of tragacanth, the emulsion will jell when standing, and becomes mobile on shaking.

Benjamin Levitt, discussing the practical prevention of soap oxidation in *The Indian Soap Journal*, March, 1936, p. 211, finds that the following will minimize oxidation: (1) Soap should be made by the boiled process to ensure complete saponification and eliminate glycerine, which has a hygroscopic effect. (2) Oils and fats of saturated series should be used as much as possible. (3) Incorporate an antioxidant. (4) Essential oils should be selected with the least pro-oxidant effect. (5) Wherever permissible, alkaline fillers should be employed. The following aromatic materials are mentioned as being good in soap: citronellol, coumarin, cymene, eucalyptol, isoeugenol, metaldehyde, mesityl oxide, thymene, phenyl propyl alcohol, safrol and isosafrol.

*Oxidation of high molecular paraffins.* I. G. Farbenind. A. G. Ger. pat. 626,787. In order to avoid the formation of petroleum-ether insoluble oxy-fatty acids in the process of oxidizing paraffins to fatty acids, this process is carried out at relatively low temperature, not exceeding 125°, using as catalyst a mixture of manganese compounds and alkaline metal compounds, such as manganese stearate and soda for example, and introducing the oxidizing gases into the paraffin by means of porous material, such as filter candles, porous plates or other ceramic material or sintered metal. A suitable apparatus is described. *Example:* To

80 kilos of crude paraffin of m.p. 51° are added 200 g. manganese stearate and 120 g. soda, and air at the rate of 18 cu.m. per hour is passed in through porous plates of ceramic material. A light-colored product is obtained, acid no. 96, sapon. no. 156, and unsaponifiable 49.5%. This latter consists almost wholly of unchanged paraffin, and may be returned to process for further treatment.

Robert M. Lingle comes to the conclusion that testing soft soap for free alkali by the U.S.P. method gives sufficiently accurate results to warrant its use generally, in the *J. Amer. Pharm. Assoc.*, 25, p. 286, 1936. Lingle discusses the barium chloride pptation method, the salting out method and the alcohol solubility method (U.S.P. method.) The U.S.P. allows more free alkali in soft soap than is desirable in a medicinal product.

Neutral tragacanth gum described in the *Swedish Pharm.* is not seen in the trade. Actual pH is about 5.0. While blue starch granules are not visible to the naked eye when iodine solution is placed on the gum, microscopic examination show them present, according to an article in *Farm. Revy*, 34, 735, 1936. H. Will, writing in *Apoth. Ztg.*, 50, 1620, 1935, finds that tragacanth heated to 50°C. for 2 hours, gives a better mucilage, with little viscosity or pH change after two months. (Through *J. American Pharm. Assoc.*, 28, 1936.)

Geoffrey H. Allen, reviews wave sets and solutions in *Soap, Perfumery & Cosmetics T.R.*, March, 1936, p. 184. A typical permanent waving solution is formulated as follows: Ammonium hydroxide, 9 ounces, borax, 3 ounces and water, 88 ounces. While karaya and quince seem to be most popular gums for wave setting solutions in the U. S., tragacanth and quince seem to be the most popular in England. Up to 40 per cent alcohol can be used for quick drying lotions. A typical formula is: gum tragacanth powder, 2 ounces; potassium carbonate, 4 ounces; preservative enough; alcohol, 15.8 ounces and distilled water to make 100 ounces. Wave sets in powder form are briefly mentioned.

# CANADIAN NEWS and NOTES



## **Tamblyn Control in New Hands**

A reorganization of the financial setup of G. Tamblyn Limited, Ontario drug chain, has recently been announced whereby control of the company passes from the estate of Gordon Tamblyn, late founder, and the Ottewell Co., New York City. It is stated that the majority of the holdings of the common shares have been acquired by certain Toronto investment houses and a public offering is being made and it is likely that it will now become a publicly held company.

## **Perfume Golfers at St. Andrews**

The annual golf tournament of the Association of Canadian Perfumers and Toilet Goods Manufacturers was held at the St. Andrews Golf and Country Club, Toronto. Despite the wet weather, the perfumers turned out in large numbers and no fewer than fifty-five players trudged over the wet fairways. Fifty-six attended the evening dinner following the tournament.

A number of visitors from the United States were present as follows: George Ringel, Fritzsche Brothers, Inc.; J. H. Helfrich, Helfrich Laboratories, Chicago, Ill.; C. P. Cook and R. L. McKnight, Scovill Mfg. Co., Waterbury, Conn. Another visitor present was Herb Todgham, Penslar Co., Windsor, Ontario.

"Chuck" Grainger, Toronto Pharmaceutical Company, was the winner of the low gross with a score of eighty-

five. "Stan" Beardmore was winner of second low gross with a score of eighty-six. "Chuck" was presented with a beautiful trophy cup donated by the International Bottle Company, while Mr. Beardmore's prize was a lovely china tea set. Scores of eighty-eight and eighty-nine respectively were turned in by "Pat" Patterson and Lloyd Ward.

A pleasing event at the dinner was the presentation of a special prize to president Bob Carr. The appreciation of the association was extended to Dick Richardson, Stan Beardmore and Jim Mooney for their efforts in making the golf tournament such a success.

## **McGillivray to Distribute "Musterole"**

McGillivray Brothers, Ltd., has recently been appointed sole Canadian distributor of "Musterole." The new selling arrangement became effective September 1. It is stated that a considerably augmented program of national advertising will be launched for Musterole this year.

## **Lancome Appoints Canadian Distributor**

L. P. Chartrand, who was formerly managing director of Herdt & Charton Inc., distributors of Coty products, has recently been appointed Canadian distributor for the line of perfumes, powders and beauty preparations by Lancome, parfumeur of Paris. Distribution is understood to have been secured in Montreal, Toronto and Ottawa. Mr. Chartrand will

soon make a trip across Canada introducing the Lancome line.

## **G. H. Wood & Co. In New Quarters**

A new plant at 323 Keele street, Toronto, has been opened by G. H. Wood & Co., Ltd., manufacturers of sanitary products. Old premises located on Dundas street, East, which were partially damaged by fire some months ago were insufficient to accommodate the production now maintained by the company. When the new plant is completed there will be a total floor space of 25,000 square feet.

## **Hudnut Manager Addresses T.M.A.**

Richard Zucker, general manager, Hudnut-Warner Co., Toronto, was guest speaker at a recent meeting of the Travelling Men's Auxiliary to the Ontario Retail Druggists' Association held at the King Edward Hotel here. The association's new president, Gordon Schaefer, was in the chair and secretary Fred Enright of the Yardley & Co., Ltd., gave the minutes of the previous meeting. Mr. Zucker's talk was a technically humorous discussion of glandular differences of men and women and their effect on human behavior. Among the guests present were D. Macdonald, Sheaffer Pen Co.; Messrs. Atkinson and Croucher of Lambert Pharmacal Co.

## **Hamilton Golfers' Final Tournament**

Members of the Hamilton Druggists' Golf Association held their final golf tournament at the Glendale Golf Club, recently. It was attended by a good number of druggists and visitors. Cups and trophies on the play for the whole season were won as follows:—first low net, cup by Scotty Rae, won by W. Langford; second low net, cup by G. R. Wood, won by J. H. Prudham; first low gross, cup by J. E. McCorkell, won by S. Eckles;

second low gross, cup by R. E. String, won by R. L. Henry.

The Traveller's low net was won by L. Mulligan and the cup presented by V. McFadgen, president of the Hamilton Druggists' Association. The C. Agnew cup was won by W. Langford and P. Hoist who also won the prize for the most improved golfer.

### Perfumers Hold First Fall Meeting

The Association of Canadian Perfumers & Manufacturers of Toilet Articles held its first noonday luncheon of the season at the Royal York Hotel October 5. W. L. Linton, vice-president of the Toronto division, officiated as chairman, introducing the president of the association, Robert Carr, of Perth, Ontario. George Patton gave an interesting and entertaining talk illustrated with lantern slides on "Tropical Alaska."

### Colgate Plant to Be Enlarged

Announcement has been made by Colgate-Palmolive-Peet Co., Ltd., Toronto, that an addition will be made to their plant at 64 Natalie St. Construction of the new building will commence almost immediately and upon its completion it will be one of the most modern and up-to-date soap factories in the world. It is stated that the new addition cost calls for an expenditure of \$200,000. The addition to the building will be reinforced concrete construction, six stories above ground level, and will provide approximately 50 per cent additional floor space to the present plant facilities.

### Would Adhere to Established Precedents

Fear that many business men, in their efforts to seek relief from present-day competitive conditions, are being led into the field of impracticability was recently expressed by W. J. Fraser, vice-president, Northrop & Lyman Co., Toronto. "Those in the trade who are making the best showing today," Mr. Fraser said, "are those who are not allowing themselves to depart too far from the function for which they established their business. It is easy these days to chase rainbows and there is a tendency for some to try and increase volume in their stores by adding many lines of merchandise foreign to the drug trade. This only in-

censes retailers whose living depends on the sale of these lines, and turns drug stores into general stores."

Mr. Fraser believed that a close adherence to the practices which had been established by precedent in the drug trade would help to consolidate the positions of druggists today and render less necessary the use of cut prices to get more business.

## Canadian Patents and Trade Marks

THE increasing international trade relations between the United States and Canada emphasize the importance of proper patent and trade mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

THE AMERICAN PERFUMER  
9 East 38th Street  
New York City

### Patents

361,026.—Drop bottle and receptacle. Charles Edgar Berlin, Paris, France.

361,124.—Skin treating composition. The U. S. Industrial Alcohol Co., New York, assignee of William Cabler Moore, Stamford, Conn.

361,134.—Alcohol and perfume ageing method. Oligodyn, A. G., Glarus, Switzerland, assignee of Georg Alexander Krause, Munich, Germany.

### Trade Marks Under Unfair Competition Act of 1932

N.S. 5551.—"G G." Hair tonic. Gertrude E. Gallagher, Toronto, Ont.

N.S. 5584.—"KARSOL." Antiseptic, disinfectant and deodorant. Northrop & Lyman Co. Ltd., Toronto, Ont.

N.S. 5594, 5595, 5596.—Design of a carton having a plurality of panels; design of a wrapper having a background made up of adjoining hexagonal figures; design of a black band having a gold seal, respectively. Toilet soap. Colgate-Palmolive-Peet Co. Ltd., Toronto, Ont.

### Trade Marks Registered

57489.—"Maple Leaf." Soap. Canada Packers Ltd., Toronto, Ont.

## Russian Soap Industry

In a recently issued jubilee number of the Maslo. Schirow. Djelo, a considerable amount of information is given on the remarkable expansion of the soap industry in Russia in the last few years. Before the war the total output was no more than 180,000 tons; and for the first few years after the war the output fell even much lower than this. But in the first three years of the second Five Year Plan, namely, from 1933 to 1935, soap production has increased to over 400,000 tons, and during the next year or two, 1936-7, it is confidently expected that the total will reach at least 600,000 tons if not considerably more. The chief difficulty is sufficient supplies of raw material. Toilet soap alone, which now accounts for some 50,000 tons or more, will reach 100,000 tons. The output of candles, too, has more than doubled, and now approximates some 5000 tons per annum. But it is in the direction of raw material supplies, of hardened fats, synthetic fatty acids, and naphthenic acid derivatives, that the greatest progress has been made; as well as in the manufacture of the vastly increased supplies of the necessary machinery and apparatus. There has also been a considerable improvement in the quality of the soaps, especially toilet soaps, and the fatty acid content has been raised in practically all classes of soaps. There are now over a hundred different brands in very attractive packaging, perfuming, and general get-up. Oil refining has been improved and extended so that low grade oils, including marine animal oils, can be more extensively used; also fat-hardening or hydrogenation has been very thoroughly and scientifically studied, so that much more effective catalysts are now available. It is indeed claimed that a continuous process of hydrogenation has been evolved which is more efficient than the Bolton-Lush continuous process in England or similar methods in this country. An aluminum-nickel alloy of the stationary type, activated by a special galvanic or electrolytic method, is used.

Hydrogen manufacture from water-gas has been improved; the manufacture of synthetic fatty acids from paraffins further developed for production of 10,000-20,000 tons per annum; and naphthenic acid derivatives of the Acidol type have also been brought more thoroughly into requisition.



# PATENT and TRADE MARK DEPARTMENT

Conducted by Howard S. Neiman

**T**HIS department is conducted under the general supervision of Howard S. Neiman, contributing editor on patents and trade marks. This report of patents, trade marks and designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four coordinate branches of the essential oil industry, viz.: Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade marks listed, those whose numbers are preceded by the letter

"M" have been granted registration under the Act of March 19, 1920. The remainder are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D."

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK

DEPARTMENT,

THE AMERICAN PERFUMER,

9 East 38th St., New York City.

## Trade Mark Registration Applied for (Act of Feb. 20, 1905)

*These registrations are subject to opposition within thirty days after their publication in the Official Gazette of the United States Patent Office. It is therefore suggested that our Patent and Trade Mark Department be consulted relative to the possibility of an opposition proceeding.*

368,261.—"RISQUE TOUT." Lenthéric, Inc., New York. (July 2, 1935.)—Perfumes  
368,948.—See Illustration. The Parobek Co., Inc., Harrisonburg, Va. (July 10, 1935.)—Hair treating composition.

370,519.—"Corsay." Los Angeles Soap Co., Los Angeles, Calif. (Sept. 27, 1935.)—Cleansing cream, tissue cream, face lotion, hand lotion, etc.

370,774.—"PRINCE GEORGES." Prince Matchabelli Perfumery, Inc., New York. (Sept. 20, 1935.)—Toilet preparations.

374,402.—See Illustration. Chemical Products, Inc. of California, Culver City, Calif. (Aug. 23, 1935.)—Healing cream for the skin.

374,461.—"Baby Skin." Ernestine Fowler, doing business as Betty Wells Cosmetics Co., San Francisco, Calif. (Jan. 29, 1936.)—Liquid preparation for the treatment of the skin.

376,687.—See Illustration. National Cellulose Corp., New York. (Jan. 1, 1936.)—Cleansing tissues.

376,970.—See Illustration. Wallerstein Co., Inc., New York. (Nov., 1927.)—Emulsifying agents useful for emulsifying oils, fats, waxes and other water immiscible materials.

377,617.—"Bonifacial." Bonifacial, Inc., Bogalusa, La. (Oct. 1, 1935.)—Face powder, face creams, rouge, lipstick, beauty lotions, etc.

377,777.—"LES CENT FARDS." E. Daltroff & Cie., doing business as Parfumerie

Caron, Paris, France. (Dec. 24, 1935.)—Soaps.

377,816.—See Illustration. Wilmer I. Gordon, Cleveland, Ohio. (Jan. 2, 1928.)—Oil bath preparation.

378,712.—See Illustration. Rock - A - Bye Co., New York. (Aug. 30, 1933.)—Oils to be applied to the skin, particularly of infants, as a skin softener and preservative.

378,733.—See Illustration. Blair Sales Co., Inc., Washington, D. C. (Nov. 1932.)—Cleansing cream for oily skin, cleansing cream for dry skin, orange flower skin tonic, tonic astringent, etc.

379,248.—"FALBALAS." Lucien Lelong, Inc., Chicago, Ill. (Nov. 13, 1935.)—Soap.

379,368.—See Illustration. Waverly Laboratories, Inc., New York. (Jan. 1, 1936.)—Perfumery.

379,783.—See Illustration. Charlemagne Powder Bar, Omaha, Nebr. (May 2, 1936.)—Deodorants, facial creams and lotions.

379,906.—See Illustration. Carl Rosner, East Woodbury, N. J. (May 28, 1936.)—Flavoring extracts.

380,175.—"PRO-DU-SO." Polly H. Jones, Chicago, Ill. (June 1, 1925.)—Hair grower preparation.

380,378.—See Illustration. Ar - Ex Cosmetics, Inc., Chicago, Ill. (Sept. 30, 1935.)—Cosmetics.

380,545.—See Illustration. Frances Bryant, Brooklyn, N. Y. (June 1, 1934.)—Pressing oil to straighten the hair and give it a high gloss, and finger wave base hair grower.

380,606.—"TIFF." Corinne Auclair White, Lynn, Mass. (June, 1935.)—Foot lotion and deodorant.

380,696, 380,699, 380,700.—See Illustrations. Chryson's Ltd., Los Angeles, Calif. (Aug., 1932, June 23, 1936 and Oct. 20, 1933 respectively.)—Cream rouge and lipstick; skin lotions and skin creams; and toilet preparations, respectively.

380,934.—See Illustration. Vit, Inc., Min-

neapolis, Minn. (June 13, 1936.)—Shampoo.  
380,971.—See Illustration. Royal Drug Co., Chicago, Ill. (May 1930.)—Vanishing cream, cleansing cream, tissue cream, cold cream, face powder, skin lotion, perfume, lipstick, rouge and eye brow pencil.

380,974.—See Illustration. Mary Imogene Shepherd, doing business as General Cosmetic Co., Chicago, Ill. (July 7, 1936.)—Cosmetics.

381,236.—"SUMMIT." R. K. Summit Laboratories, Inc., Cleveland, Ohio. (July 7, 1936.)—Dental tooth powder, mouth wash, cold cream and skin lotion.

381,270.—See Illustration. Ben Hirschensohn, doing business as Galli Sales Co., Brooklyn, N. Y. (July 15, 1936.)—Toilet preparations.

381,329.—"SORBOTEX." Van Dyk & Co., Jersey City, N. J. (June 17, 1936.)—Absorptive base used as a raw material in the manufacture of cosmetics and drugs.

381,420.—See Illustration. Charles L. Page, doing business as Palmilla Co., St. Paul, Minn. (June 4, 1913.)—Skin lotions.

381,484.—See Illustration. International Cellucotton Products Co., Chicago, Ill. (Mar. 10, 1933.)—Absorbent face cleansing sheets made of paper.

381,506.—"MARPINE." T. A. Wheeler, Hair Doctor, Ltd., London, England. (Aug. 23, 1923.)—Hair shampoos.

381,517, 381,518.—See Illustrations. Orville A. Grove, doing business as The Akiment Co., Waco, Tex. (May 15, 1936.)—Solutions for use as a mouthwash and gargle.

381,664.—"Cosmetic Club." The Cosmetic Club, Ltd., New York. (July 27, 1936.)—Cleansing cream.

381,871.—See Illustration. Rudolph Moosbrugger, Glenside, Pa. (Jan. 11, 1934.)—Tooth powder.

381,873.—See Illustration. Louis Nekritz, doing business as The Perfect Polish Co., Brooklyn, N. Y. (Mar., 1915.)—Hand soap.

381,902.—See Illustration. Bostonia Products Co., Boston, Mass. (July 31, 1935.)—Soap.

381,944, 381,945.—"KIRPO" and "KIRMA" respectively. Kirkman & Son, Inc., Brooklyn, N. Y. (Mar., 1932.)—Soap powder; soap and soap chips respectively.

381,986.—"MOVIE-WAVE." W. K. Max Hassenstein, doing business as Movie Cosmetics Co., Hollywood, Calif. (July 2, 1936.)—Preparation for permanent waving of hair for self application.

382,034.—"PEDI-SLEEK." Bonwit Teller, Inc., New York. (May 31, 1936.)—Preparations for the removal of superfluous hair.

382,035.—See Illustration. Booker Brothers, McConnell and Co., Ltd., Demerara and Georgetown, Demerara, British Guiana. (Dec., 1931.)—Perfumery, hair tonic, face cream, face powder.

382,090.—See Illustration. Colgate-Palmolive-Peet Co., Jersey City, N. J. (June 26, 1936.)—Dental cream.



382,121, 382,122.—"INCARTADE" and "Verte Foret" respectively. Houbigant, Inc., New York. (Aug. 6, 1936.)—Perfume, toilet water, skin lotion, eau vegetale, face powder, etc.

382,203.—See Illustration. Frederick Chatman, New York. (July 30, 1936.)—Hair preparation.

382,317.—"DON LINROCO." Lindsay Ripe Olive Co., Lindsay, Calif. (July 1, 1936.)—Skin and scalp lotion.

382,393.—See Illustration. The Perfo Co., Inc., Chicago, Ill. (Aug. 5, 1936.)—Permanent Waving Solution.

382,371.—"DEOPINE." West Disinfecting Co., Long Island City, N. Y. (July 16, 1936.)—Deodorant and antiseptic spray.

382,594.—See Illustration. Huntington Laboratories, Inc., Huntington, Ind. (June 5, 1936.)—Shampoo.

### Trade Mark Registration Granted (Act of March 19, 1920)

These registrations are not subject to opposition:

M339,851.—See Illustration. International Cellucotton Products Co., Chicago, Ill. (Oct. 8, 1930. Serial No. 381,483.)—Absorbent face cleansing sheets made of paper.

M339,859.—See Illustration. National Toilet Co., Paris, Tenn. (July 30, 1935. Serial No. 368,531.)—Filled face powder compacts.

M339,865.—See Illustration. Carson Pirie Scott & Co., doing business as Xlent Laboratories, Chicago, Ill. (1918. Serial No. 372,710.)—Quinine hair tonic, wave set, honey and almond lotion, eau de cologne, witch hazel, beauty balm, etc.

### Designs Patented

D101,392.—Design for a glass bottle. Charles H. Oestreich, New York.

D101,439.—Design for a bag for toilet articles. Charles Doppelt, Chicago, Ill.

D101,472.—Design for a vanity case. Louis Albert Samstag, New York.

D101,474.—Design for a vanity box or similar article. Theodore Sundin, New York, assignor to Sagamor Steel Goods Corp., Long Island City, N. Y.

D101,538, D101,539.—Designs for a bottle. William R. Kohl, Cumberland, Md., assignor to Carr-Lowrey Glass Co., Baltimore, Md.

D101,560.—Design for a compact. Ora R. Sebastian, Shreveport, La.

D101,563.—Design for a jar. Frasier Smith, Wheeling, W. Va., assignor to Hazel-Atlas Glass Co., Wheeling, W. Va.

D101,575.—Design for a combination screw cap and dropper for bottles. Joseph C. Windbiel, Evansville, Ind., assignor to Mead Johnson & Co., Evansville, Ind.

D101,617.—Design for a combined bottle and stopper. Reco Capey, London, England, assignor to Yardley & Co., Ltd., London, England.

D101,623.—Design for a closure cap or similar article. Joseph R. Fleisch, Clifton, N. J., assignor to Anchor Cap & Closure Corp., Long Island City, N. Y.

D101,657.—Design for an atomizer case. Frederic A. Vuilleminot, Toledo, Ohio.

### Patents Granted

2,055,581.—Soap compositions. Jack Leben, Bushey, England, assignor to Ormul Products, Ltd., London, England.

2,055,582.—Closure for containers. Helen P. Lewis and Walter S. Lewis, Idylwood, Va.



2,055,694.—Collapsible tube closure. Carl E. Lundgren, La Porte, Ind.

2,055,704.—Filling and closing means for receptacles. George R. Pierce, Claremont, N. H.

2,055,772.—Powder puff and method of making the same. David Meyer, New Rochelle, N. Y., assignor to The Hygienol Co., New Rochelle, N. Y.

2,055,819.—Closure for paste tubes. Clifford H. Georger, Buffalo, N. Y.

2,056,005.—Collapsible tube. Joseph R. Fleisch, Clifton, N. J., assignor to Anchor Cap & Closure Corp., Long Island City, N. Y.

2,056,135.—Composition and method for treating hair. Edward A. Butler, Buffalo, N. Y., assignor, by mesne assignments, to La Fain, Inc., Buffalo, N. Y.

2,056,358.—Cold permanent waving. Julian Y. Malone, Milwaukee, Wis., assignor to The Perwav Co., Milwaukee, Wis.

2,056,421.—Apparatus for examining the skin. Lillian M. Cooper, San Francisco, Calif., assignor to Elmo Sales Corp., Philadelphia, Pa.

2,056,935.—Vanity case. Leo Esterow and Abraham Klein, New York.

2,056,947.—Container. James E. Baechle, River Forrest, Ill., assignor to American Can Co., New York.

2,057,085.—Lipstick container. Gerard J. Danco, Morristown, N. J.

2,057,117.—Process of making vanillin. Lloyd T. Sandborn, Jorgen Richter Salvensen, and Guy Clemens Howard, Wausau, Wis., assignors to Marathon Paper Mills Co., Rothschild, Wis., and Guy C. Howard Co., Rothschild, Wis.

2,057,192.—Process of and apparatus for making bar soap. Willis A. Hutton, Seattle, Wash.

2,057,260.—Lipstick holder. August Mitchell, New York, assignor to Scovill Mfg. Co., Waterbury, Conn.

2,057,293.—Paper box. Alexander H. Dreux, Orchard Park, and Joseph N. Royal, Buffalo, N. Y., assignors to F. N. Burt Co., Ltd., Toronto, Ont.

2,057,720.—Lipstick holder. Nathan Kas-

dan, New York, and Daniel Pollack, Brooklyn, N. Y., assignors to Majestic Metal Specialties, Inc., New York.

2,057,972.—Convertible container. Carl Edward Pieck, Covington, Ky.

2,058,251.—Multicameral collapsible container. Ferdinand W. Nitardy, Brooklyn, N. Y., and William Erhard, North Bergen, N. J., assignors to E. R. Squibb & Sons, New

York.

2,058,274.—Perfumed ornament. Jean E. Vivaudou and Henry G. Lubin, New York.

2,058,290.—Dentifrice container and dispenser. Arthur W. Beaumont, New York, and William A. Shenton, Montclair, N. J.

2,058,297.—Closure for bottles and jars. Leslie R. N. Carvalho, Toledo, Ohio, assignor to Owens-Illinois Glass Co., Toledo, Ohio.

## SUPPLIERS' HELPS FOR MANUFACTURERS

Copies of any of the material mentioned in this section may be had from The American Perfumer unless otherwise stated. Simply check the items wanted or send a postal card to Suppliers' Helps, The American Perfumer, 9 East 58th Street, New York City.

☐ SCHIMMEL & CO., INC., NEW YORK.—*"Schimmel Briefs" No. 19.*

The current issue of this technical bulletin discusses "Nourishing Tissue Creams" and glycols and their derivatives.

☐ GLYCO PRODUCTS CO., NEW YORK.—*"Chemicals by Glyco."*

A splendid booklet of 44 pages giving descriptive matter relating to the company's numerous specialties along with formulas for their use in a wide variety of products.

☐ TH. GOLDSCHMIDT CORP., NEW YORK. *Pamphlet on emulsifiers, cream and ointment bases.*

This new circular describes "Tegin" and "Protegin X" as well as "Emulsifier 157" and other specialties, giving descriptive material and formulas. An interesting and unusual feature is the pricing of each formula as a costing guide to manufacturers.

☐ FLORASYNTH LABORATORIES, INC., NEW YORK. *Wholesale Price List for October-November.*

The list includes prices on essential oils, synthetics and specialties. Enclosed are special folders on food colors and coffee concentrate.

☐ NATIONAL ADHESIVES CORP., NEW YORK. *"Mikah-Meter."*

"The right glue for the right purpose" is the keyword of the "Mikah-Meter for Bottle Labelers," just issued by the National Adhesives Corp. Of the rotating disc type, this handy meter automatically recommends specific glues for various labeling and case-sealing purposes.

☐ VOLUPTÉ, INC., NEW YORK. *"Volupte News and Views" No. 1.*

The company has inaugurated publication of a splendidly conceived and elaborately illustrated bulletin to be devoted to the company's products and their relation to current fashions. Several new items are announced in the first issue.

☐ THE F. J. STOKES MACHINE CO., PHILADELPHIA. *"Process News."*

The current issue is devoted principally to photographs of installations of Stokes machinery in many industries.

☐ COMMERCIAL SOLVENTS CORP., TERRE HAUTE. *"Alcohol and the Orchidaceous Flavor."*

Number 141 of the familiar "Alcohol Talks" bears this intriguing title. It is a discussion of vanilla and the part which alcohol plays in the production of flavors.

☐ FRITZSCHE BROTHERS, INC., NEW YORK. *Wholesale Price List.*

The company's latest list includes the complete line of essential oils, aromatic chemicals and specialties for the perfume, cosmetic and other industries.

☐ GENERAL PLASTICS, INC., NORTH TONAWANDA, N. Y. *"Packaging News."*

This issue contains pictures of the new "Cutex" manicure set in plastic box, the new double wall cream jar recently adopted by Harriet Hubbard Ayer, Inc., and some interesting comment on European packaging.

☐ A. M. TODD CO., KALAMAZOO, MICH. *Clove Growers Association Report.*

This circular gives a brief market report and prices on two grades of cloves and is signed by the Clove Growers Association of Zanzibar for which the Todd company is American representative.

## NEW COMPANIES

Flavorex Inc., New York, extracts, syrups, flavors and similar articles, \$5,000. Filed by Moses W. Rosenfeld, 1206 Fidelity building, Baltimore, Md.

Mondaine Products Corp., New York, vanity cases, 25,000 shares preferred, 250 shares common. Filed by Leonard Bronner, 233 Broadway, New York.

Nu-Life Cleansing Products, Inc., New York, cleansing products, \$20,000. Filed by Albany Service Co., 315 Broadway, New York.

La Vogue Mfg. Co., 806 Industrial Bank building, Detroit, Mich., oils and other solutions for cosmetic use. Formed by Philip Stavar.

The Cosmetic Club, Ltd., New York, cosmetics and toilet preparations, \$25,000. Filed by Mock & Blum, New York.

Soap Products, Ltd., New York, soaps, shampoos, \$190,000. Filed by Eli T. Scott, 1 Wall street, New York City.

Ivor of Hollywood, Inc., Wilmington, Del., cosmetics, face powders, etc., \$100,000. Incorporators: Elsa Morse Dobbins, Pasadena, Calif., Kenneth H. Horsfall, Ivor B. Horsfall, both of Los Angeles, Calif. Filed by Colonial Charter Co., Wilmington, Del.

Marion Mitchell, Inc., New York, perfumes, cosmetics, \$20,000. Filed by Chas. H. Dash, 401 Broadway, New York City.

Eureka Industrial Corp., New York, cosmetics, \$20,000. Filed by A. C. Stuart Williams, 2376 Seventh avenue, New York City.

Scientific Cosmetic Co., Salt Lake City, Utah, cosmetics, \$10,000. Ethel M. Ramey, 1370 Butler avenue, Salt Lake City, manager.

Le Baron Baltique, Ltd., New York, cosmetics, \$200,000. Filed by Albany Service Co., 315 Broadway, New York.

Egg-N-Oil Laboratories, Inc., New York, cosmetics, \$3,000. Filed by Philomera R. Marsciano, 80 Broad street, New York City.

## BANKRUPTCY

### Reorganization Petitions

Pichel Products Co., Inc., New York, flavors and extracts. Voluntary proceeding under Section 77b, listing liabilities of \$15,638 and assets of \$22,074.

# TURNER TUBES



SMART

MODERN

DURABLE

UNIFORM

COLORFUL

Manufacturers of  
COLLAPSIBLE  
TUBES since  
1898

TURNER WHITE METAL CO., Inc. . . . New Brunswick, N. J.



## \*NO-KAP CLOSURES

*Lift  
Sales Curves*

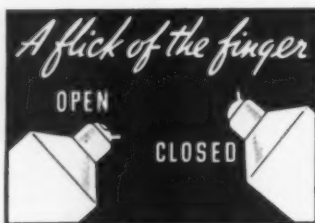
### SALES CHART



- 1 It makes your tube easy to use and adds to consumer convenience. An essential factor in this day of competitive selling.
- 2 NO-KAP adds to the smart appearance of your tubes.
- 3 NO-KAP gives your product a new selling point that will stimulate your own sales force, wholesalers and retailers.
- 4 NO-KAP is not expensive.
- 5 Any modern tube company can supply NO-KAP tubes for you.

NO-KAP, the modern tube closure, is ideal for every type of tubed product. It has been tested under rigorous laboratory control for 100 products of every sort—pastes, creams of varying composition and consistency. Under all tests NO-KAP closures have proved fool-proof, seepage-proof, stick-proof. Even forty-eight hours under 160° oven heat couldn't make NO-KAP leak—though the tube clips did.

NO-KAP is simple. It opens and closes at the flick of a finger. It is economical and entails no change in your tube manufacturing relationship.



\*NO-KAP, in competition with over 60 types of containers, won the Wolf Award for *Greatest Consumer Convenience* at the National Packaging Exposition of 1936.

## NO-KAP CLOSURES (USA) INC.

136 West Exchange Street  
Providence, R. I.

331 Madison Avenue  
New York City, N. Y.

## Your own brand of cosmetics . . .

must bring you a satisfactory profit—but above all must possess merit and distinction.

Our own formulas are the result of thirty years of experience—but we can develop your formulas if you so prefer.

You can buy our products in packages completely finished for resale, or packaged but not labeled, or in bulk if you want to do your own packaging.

Check in the appended list the items you wish to stock, or send for one of our confidential price lists. This carries no obligation to purchase.



*We list only the fast selling items. If what you need is not listed, let us know and we will advise you promptly regarding it!*

### CREAMS

Acne  
All Purpose  
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# ALCOHOL NEWS



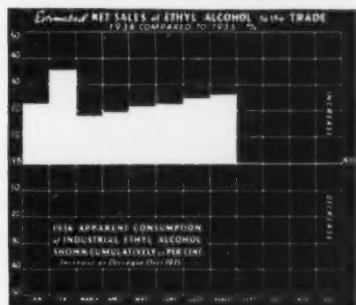
NOVEMBER

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A Monthly Series of Technical Articles for Chemists and Executives

★

1936



Apparent consumption of industrial ethyl alcohol from Jan. 1 to Aug. 31, 1936 was 35,934,123 wine gallons. This is 16.1 per cent greater than during the same period in 1935 when 30,154,120 wine gallons were consumed.

## DRUG EXPORTS SHOW INCREASE IN FIRST 8 MONTHS OF 1936

Exports of American pharmaceuticals, biologicals, and medicinal chemicals and proprietary medicines for the first 8 months of 1936 were over 15 per cent greater than during the same period in 1935 according to a report in "World Trade Notes."

The value of medicinals and pharmaceutical preparations exported during the first 8 months of 1936 was \$9,154,000, a gain of \$1,226,000 over 1935.

Druggists nonproprietary solutions went from \$763,000 in 1935 to \$1,064,000 in 1936. Proprietaries did not experience the general increase due to a slight decline in exports of personal antiseptics and liniments. Total exports for the first 8 months were \$620,000 in 1935 and \$636,000 in 1936.

## LIQUID SOAPS ARE CLARIFIED BY FLOCCULATION WITH GEL

Clarification of liquid soaps by means of freshly precipitated aluminum hydroxide is reported from abroad to effect considerable savings in time. The method is suggested as an alternative to the commoner operation of sedimentation by storage over long periods.

### Preparation of Gel

Freshly precipitated aluminum hydroxide is prepared by treating a hot concentrated solution of aluminum sulphate with 10 per cent ammonium hydroxide until a faint excess remains. Addition of ammonia should proceed slowly.

The gelatinous precipitate is washed several times in hot water by decantation and then transferred to a cloth where excess water is removed by pressure. One per cent of the aluminum hydroxide is added to the soap solution with stirring. Two days suffice for clarification according to the report.

Bizarre color combinations of light yellow cheeks, green eyelids, black eyebrows, dark yellow nose, and full red inside nostrils are the kaleidoscopic make-up employed by the British Broadcasting System in recent television experiments.

Research to determine more effective tones and shades will continue, however. Cosmetics to aid correct definition of facial images will undoubtedly tax the full resources of the cosmetician in the near future.

## DR. H. L. FISHER, NOTED CHEMIST, JOINS U.S.I. RESEARCH STAFF

Dr. Harry L. Fisher, noted for his scientific contributions in the rubber and chemical fields, has joined the research staff of the U. S. Industrial Alcohol Co. Dr. Fisher will make his headquarters in the company's new research laboratories in Stamford, Conn.

For the past seventeen years Dr. Fisher specialized in research pertaining to rubber, resins, organic combustions and nitrogen heterocycles. He has served with the B. F. Goodrich Co., U. S. Rubber Co. and was a member of the Columbia University faculty for seven years. He is also a former secretary of the Organic Division of the American Chemical Society and the author of "Laboratory Manual of Organic Chemistry" published by John Wiley & Sons.

## AFFIDAVIT LIFTS BEVERAGE LEVY ON N. J. ETHYL ALCOHOL SALES

The Beverage Tax Bureau of the State of New Jersey has ruled that effective September 1st, 1936, in order to obtain relief from the imposition of the Alcoholic Beverage Tax on pure ethyl alcohol shipments into the State of New Jersey, vendors of alcohol must obtain an affidavit from customers setting forth that no part of the alcohol so purchased will be sold or used for beverage purposes.

### Three Types of Affidavits

There are three types of affidavits: one for drugstores, one for physicians, the third for companies and corporations. Doctors', dentists' and drugstore affidavits must be filed on each shipment, whereas one affidavit covering shipments during any calendar month is sufficient for firms, companies or corporations. This last form is known as M-17.

## BETTER FOOD FLAVORS FIND INCREASED USE AS COSTS LOWER

### Purest Grades of Alcohol Required for Food Flavors and Colors

Today man does not pay high for the satisfaction of his tastes as in the times of Marco Polo. Manufacturers of flavors and flavoring extracts have brought to his palate a craft which has made abundant the rarities of ancient times. A pantry shelf holding thirty or forty different flavoring extracts would still fall far short of compassing the number of commercially available materials.

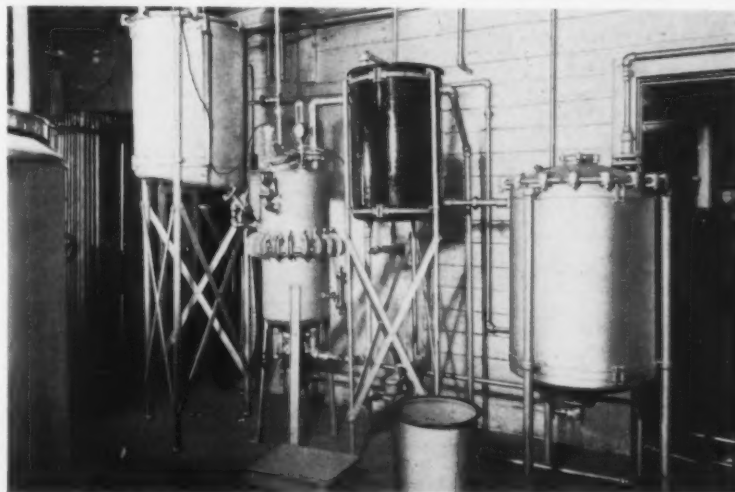
Sensations of flavor are, in fact, almost limitless. The flavoring industry has steadily forged ahead in augmenting the list with both natural and synthetic products.

Alcohol and alcohol derived chemicals continue to be essential to this progress. A random selection of a score of flavoring products on the market would reveal alcohol contents ranging from 15 to 95 per cent by volume. Likewise, among the synthetic flavors the ethyl as well as the higher alcohol radicals would be present in appreciable amounts.

### Control Alcohol Content

The employment of solvent alcohol, whether by extraction of raw materials, solution of essential oils, or by addition to concentrated fruit juices calls for a comprehensive knowledge of blending processes. A nice balance between stable solution and enhancement of natural flavor must be maintained. Too low a percentage of alcohol will result in imperfect solution of flavoring components. An excess of alcohol will have the effect of masking flavor. In addition only the purest grades of alcohol will release and diffuse the flavoring principle in its unimpaired form. Spice extracts contain-

(Continued on next page)



MODERN EQUIPMENT is an important factor in the development of the food-flavoring and extract industry. The Pfaunder glass-lined vacuum extract-concentrating assembly in the Northville Laboratories, shown above, yields multiple-fold extracts of pure vanilla.

**POWER ALCOHOL PLANT BEGINS PRODUCTION AT ATCHINSON, KANSAS**

Production of power alcohol from surplus farm products is now under way at Atchinson, Kansas. The installation, the first of its kind in America, is expected to yield 10,000 gallons a day. Distribution at present is confined to seven mid-western states.

Anhydrous grade alcohol has been manufactured from corn. However, other sources such as wheat, potatoes, artichokes and fresh fruits will be investigated. The plant is expected to serve as a research and demonstration unit in the plan for industrializing farm products grown in the United States.

**"Agrol" Gasolines**

After denaturation the alcohol is blended with an equal volume of a petroleum. This blend is known as "agrol fluid." The filling station operator who buys "Agrol Fluid" will be permitted to make and sell three grades of Agrol gasoline. These will be designated Agrol 5, Agrol 10, and Agrol 15. The numbers indicate the quantity of alcohol in each of the three standard blends when 60 octane Mid-Continent gasoline is taken as the base fuel.

**CHEAPER FLAVORS — INCREASED USE***(Continued from preceding page)*

ing as high as 90 per cent alcohol offer problems different from those presented by fruit flavors containing much lower amounts.

Among synthetic flavors the search is long and never easy. Early products were crude and bore only a broad resemblance to the natural flavors. Selection of the correct esters was complicated by the fact that there were often several compounds which had some of the attributes of the flavor sought. For example, normal butyl formate, isobutyl acetate, octyl acetate, and iso-amyl butyrate all are esters which suggest raspberry flavor, although no one item truly duplicates the natural taste and aroma.

In the field of synthetic flavors, the monohydric alcohol esters appear to be among the most important constituents of fruit essences. Thus ethyl acetate, which is typical of this group, has an odor resembling that of cherries. The valerates and butyrates of ethyl, butyl and amyl alcohols are but a few of the many other combinations possible. Certain complex aldehydes closely resemble peach and apricot odors. And so the search continues.

Important advances in manufacturing processes have made possible the produc-

**PURE ALCOHOL IN FLAVORING USES****U. S. I. & Webb's Ethyl Alcohol**

Both U. S. I. and Webb's pure ethyl alcohol are offered for the manufacture of flavoring extracts. These brands are noted for their high purity and uniformity.

Since the manufacture of flavoring extracts calls for costly flavoring ingredients, there can be no compromise with the quality of the alcohol used. Webb's alcohol has been recognized in this industry for nearly a hundred years while U. S. I. has been responsible for bringing to this manufacture the latest and most complete technical resources.

**S. D. Alcohol in Manufacture of Synthetic Flavor Bases**

A complete range of Specially Denatured alcohols for the manufacture of synthetic esters in which alcohol itself does not appear is available from U. S. I. Continuous improvements in the basic alcohols entering into their production has made possible the fulfilling of the most exact demands of this trade.

**ENDORSE PLAN TO ISSUE YEARLY SUPPLEMENTS TO U. S. P. XI STANDARDS**

Endorsement of Prof. E. Fullerton Cook's plan for interim revision of U. S. P. XI standards and the issuance of yearly supplements was made by the Pharmaceutical Contact Committee in a meeting in Washington, October 5 and 6.

The meeting at the Hotel Washington was attended by twenty-nine representatives of companies that are members of the American Drug Manufacturers' Association and the American Pharmaceutical Manufacturers' Association.

tion of alcohols of much greater purity than heretofore available. Organic acids with greater freedom from homologues have been another step forward. Esters derived from these alcohols and acids are of a more uniform composition and the resultant flavors more acceptable.

Not only has the food industry been able to delight man's palate but it has also gone far to attract his eye. Bright red cherries on the grocer's shelves and yellow butter are illustrations of certified food colors as a means of adding eye appeal to his wares. Specially denatured alcohols although not appearing in the finished colors, have made possible the growth of this branch of food processing.

**TECHNICAL DEVELOPMENTS**

The items in this column are gathered from many varied sources. Further information may be obtained by writing to U. S. I.

U S I

**Determination of turbidity** and differences in color of both liquids and solids is simplified with a new portable photo-electric cell. The instrument is also applicable to measuring the speed of certain chemical reactions, according to the maker. Readings may be made in absolute or comparative units.

U S I

**An absolute of Ambergris** soluble in full strength alcohol and essential oils and aromatic chemicals has recently been introduced. It is described as a pure extraction of the soluble part of the ambergris. The manufacturer points out that it can be used the moment a tincture is made, or incorporated directly in the compound oils instead of having to wait for from two to three years to have the full benefit of an alcoholic extraction of ambergris.

U S I

**Deodorized rubber corks** for perfume bottles have been announced. Use of the corks makes possible a leak-proof closure which prevents the transmission of any rubber odors to either the toilet water or perfume, according to the manufacturer. An applicator is fitted into the cork.

U S I

**A protective coating** for painted, varnished or enameled interior surfaces has been introduced in the form of a water soluble powder. The water solution is said to be transparent and free from acids or alkalis. It can be applied by inexperienced individuals.

U S I

**A new hand operated homogenizer** for laboratory use is on the market. It is claimed that this device is especially adapted for use in developing new products where it is necessary to break up oil and fat globules under pressure, giving complete emulsification and permanent suspension.

U S I

**Two new adhesives**, with an ethyl alcohol base, have been introduced. One is designed for joining paper or fibre to metal. The other grade is listed as useful for impregnating coils and as an adhesive for small wire coils. The manufacturer states that both grades are applied by hand and then baked in order to produce a final "cure."

U S I

**Penetration of washing solutions** for laundering textiles is said to be assisted by a new granular detergent. The material is dissolved in hot water and then added to a soap stock solution. Control of pH of suds within their most efficient range is claimed.

U S I

**A peptizer** which it is claimed will lower the viscosity of starch solutions, gum tragacanth and other aqueous jells has been introduced. The product is reported to be neutral as well as having a rate of hydrolysis about 1/8 that of sodium stearate.

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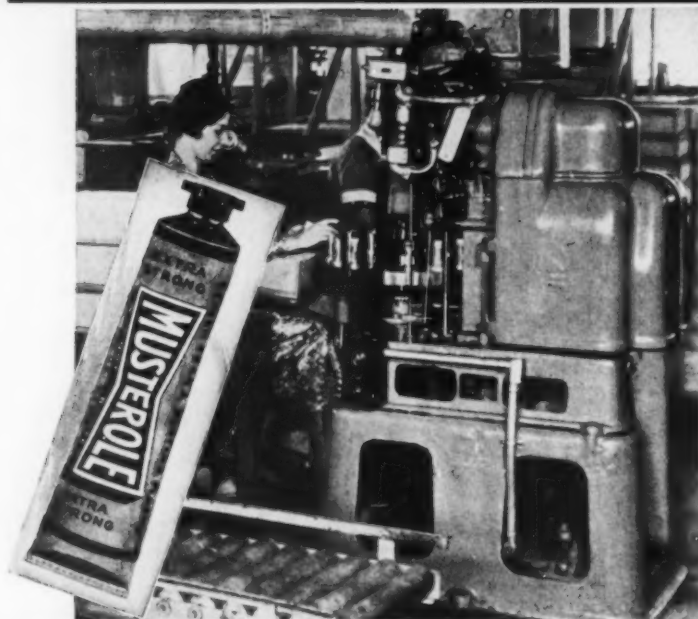
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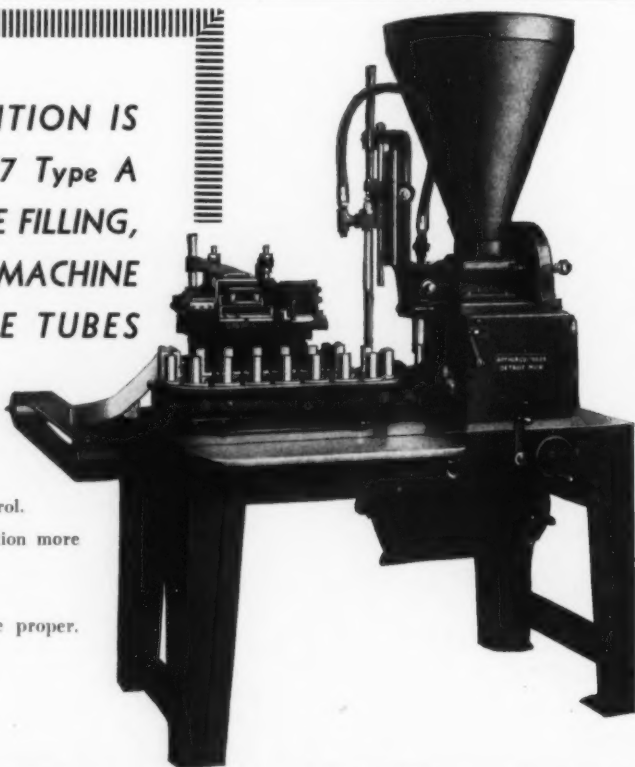
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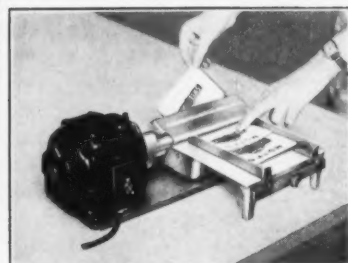
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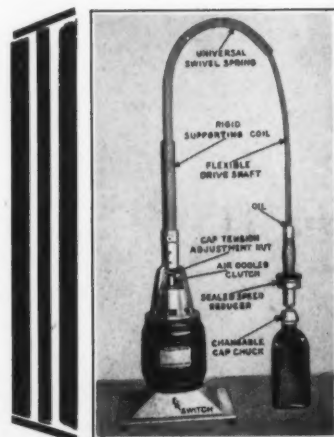
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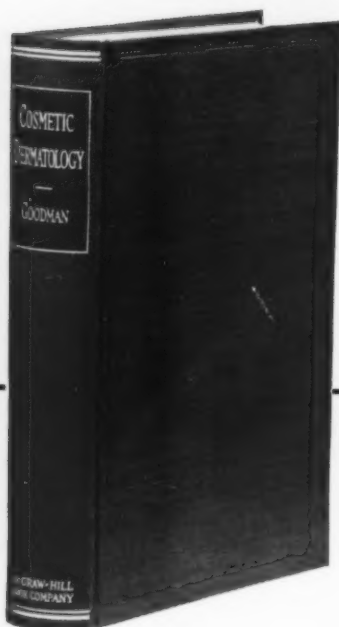
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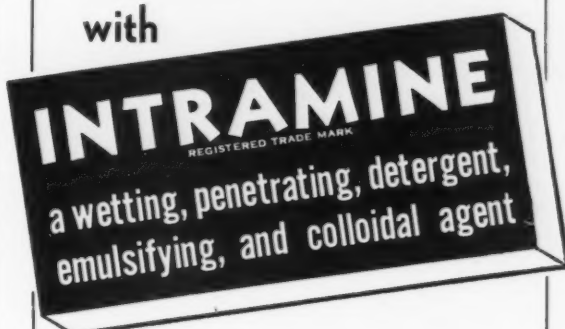
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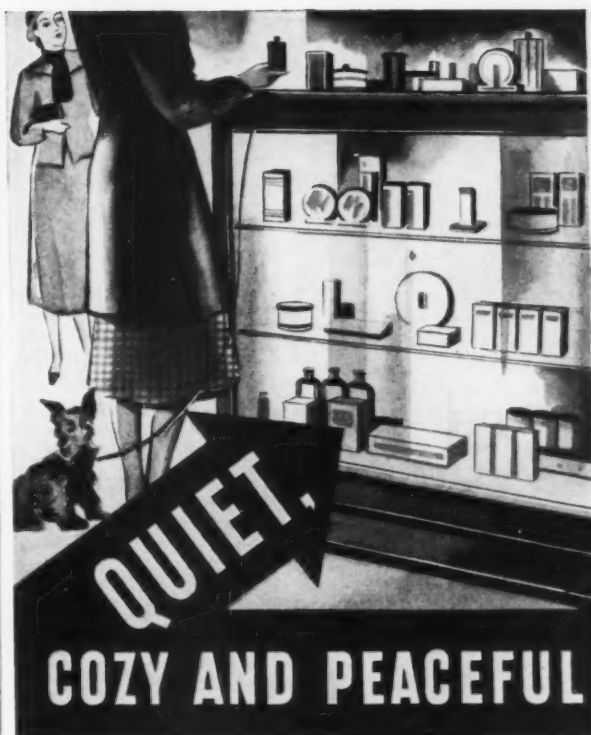
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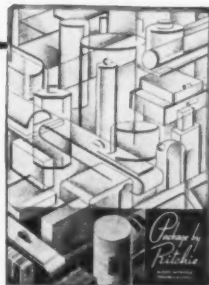
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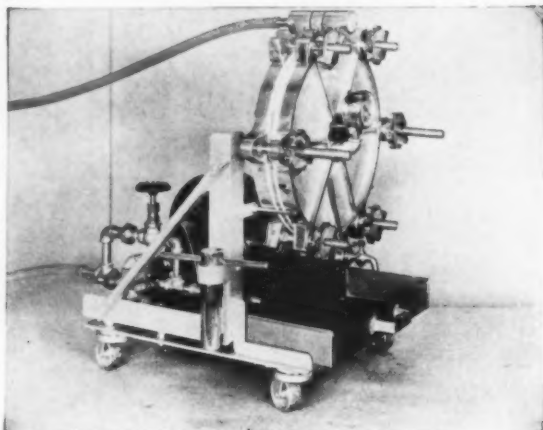
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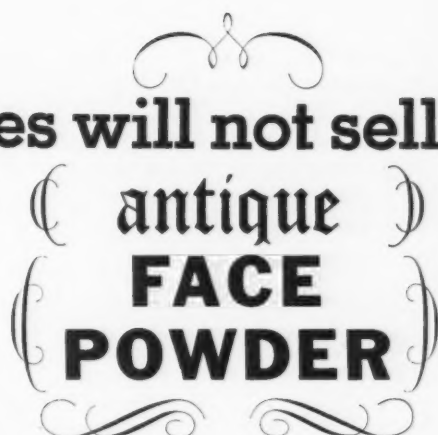
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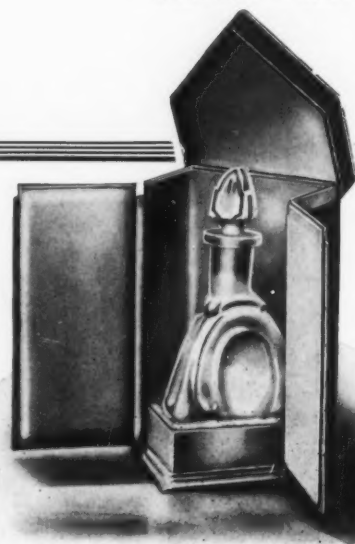
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  - 1—Karl Kiefer Diacell Filter, complete with Packer.
  - 3—Paul O. Abbe No. 3 Eureka Jar Mills.
  - 1—Day 30 x 20" Steel Ball Mill—for rouge.
  - 1—Day 12" Ointment Mill, motor driven.
  - 1—Pfaudler 75 gallon, Glass Lined, steam jacketed Kettle, with motor driven Agitator.
  - 3—Pfaudler 150 gallon tilting type Glass Lined rouge and powder Mixers, with double motion agitators.
  - 12—Pfaudler and Glascote 20 to 75 gallon Glass Lined Tanks.
  - 1—World Improved, Model S, Labeling Machine.
  - 4—Day 50, 200, and 2000 lbs. Dry Powder Mixers and Sifters, motor driven.
  - 3—Day and Robinson 100 and 600 lb. Dry Powder Mixers and Sifters.
  - 1—Day 400 lb. Dry Powder Mixer and Sifter, steam jacketed, motor driven.
  - 4—Day 800 lb. Dry Powder Mixer, steam jacketed
  - 1—Day 40 gallon Pony Mixer, motor driven, with enameled cans.
  - 1—Day 4 speed Gem Cream Mixer, motor driven.
  - 1—Karl Kiefer 100 gallon re-circulating Percolator with pump and motor.
  - 1—Rotex Sifter, 20 x 48", motor driven.
  - 3—Colton No. 2B Tablet Machines, up to 1/2" dia.
  - 1—Stokes H Tablet Machine, up to 2" dia.
  - 1—Theo. Walter 3' dia. Copper Vacuum Pan with catch-all and condenser.
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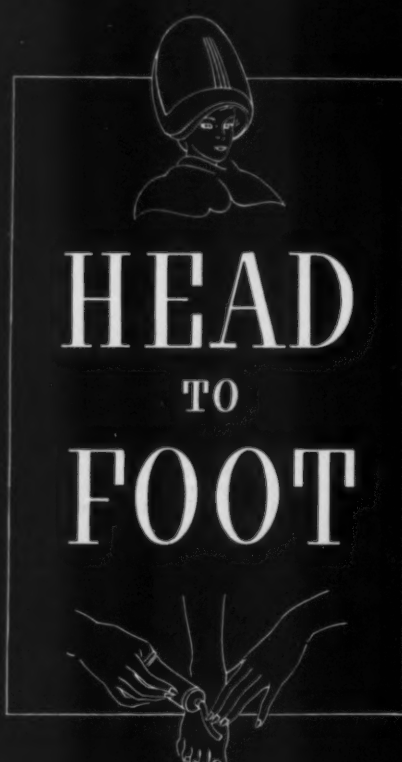
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